

SEP 10 1931

# THE Publishers' Weekly

*The American* BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXX

NEW YORK, SEPTEMBER 5, 1931

No. 10

**"The Best  
Story I Have  
Ever Written"**

*Edgar  
Wallace*

Here's good news—the best  
"Wallace" we have pub-  
lished in years! A kind of  
Dickensian masterpiece  
about a great genius of  
evil—by the man who has  
written more best-sellers  
than any other liv-  
ing author! Coming  
Sept. 17th \$2



## THE DEVIL MAN

THE CRIME CLUB, Inc., Garden City, N. Y.

When Custer's massacre was the big news,  
*Tom Rynning was a boy—*

He ran away from home, became a cowboy in the West Texas cattle country, at nineteen joined the cavalry to fight Apaches, and from then on his adventures as soldier, Indian fighter, officer in the Rough Riders, captain of Rangers and penitentiary warden read like a dime novel *yet are actually part of Arizona's thrilling frontier history.* Here is the story:

# GUN NOTCHES

The Life Story of a Cowboy-Soldier

BY CAPTAIN THOMAS H. RYNNING

*As told to Al Cohn and Joe Chisholm*



**Rupert Hughes**, in his Foreword, says:  
 "I have read many biographies and autobiographies, but never one so exciting as this!"



Rip-roaring adventure—and history in the raw! Read it yourself and as you read you'll be making mental note of your customers for whom this will be the *must* book of the Fall. Published Sept. 17 at \$3.00.

*Our slogan: Buy Your Books Of Your Bookseller*

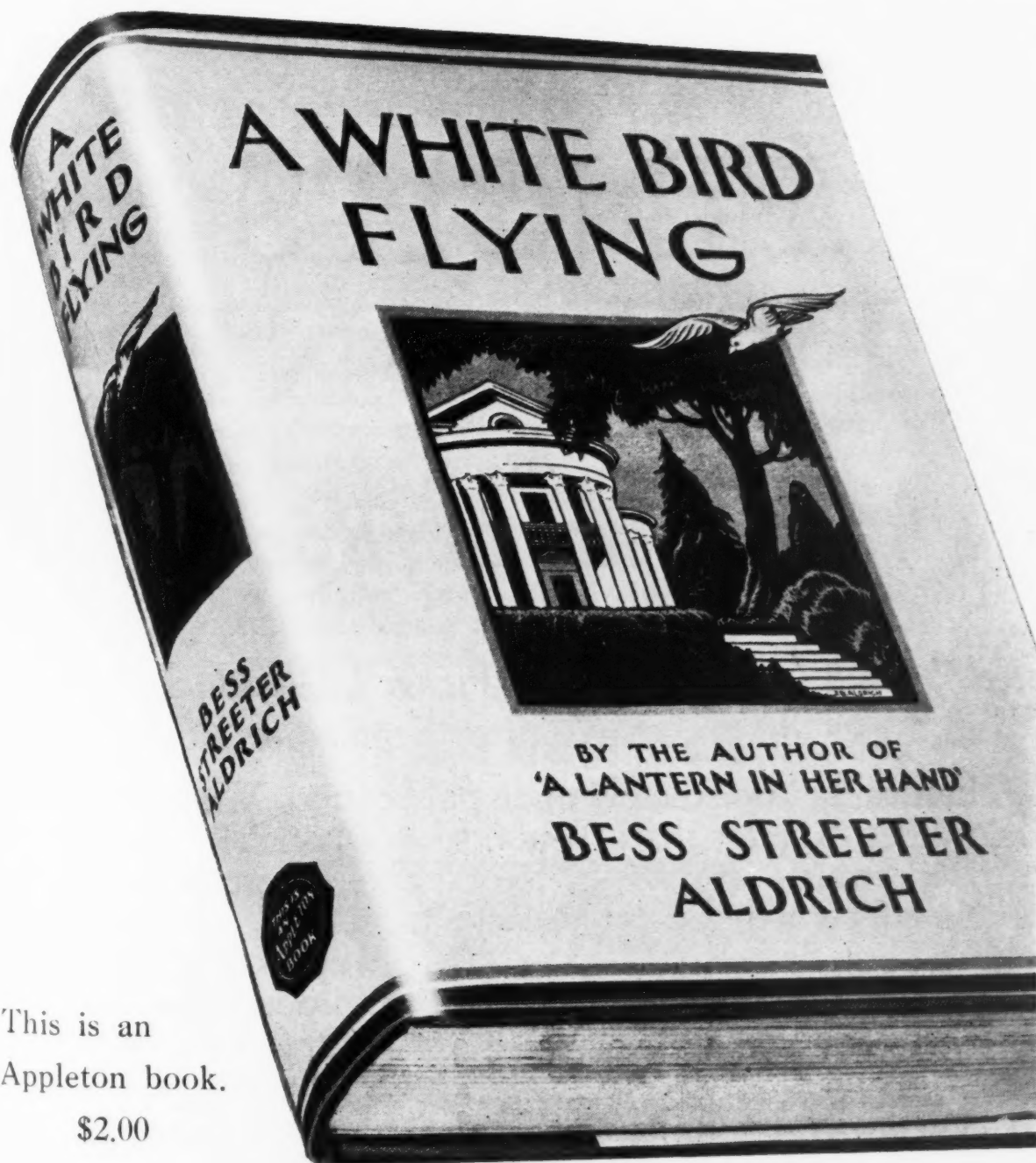
443 Fourth Ave. FREDERICK A. STOKES COMPANY, New York

**When** a novel is selling as this is selling right now—

**When** the public, the reviewers and the booksellers praise as they are now praising—

**When** a best-seller by an author is succeeded by another best-seller by the same author—

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This is an  
Appleton book.

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Coming on  
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One of the Big  
Fall Novels!



The Third  
Volume in  
the Famous  
"Jalna" Saga

# FINCH'S FORTUNE

By  
*Mazo de la Roche*

*Rated "A A A" by that Astute "Picker", Donald L. Gordon,  
in "The American News of September Books":*

"A best seller immediately upon publication. We believe most will consider it better than 'Whiteoaks of Jalna'. 'Finch's Fortune' is a genuine, unmistakable, guaranteed Best Seller. As far as we are concerned, the publication of the third Jalna novel will establish Mazo de la Roche upon the small and lofty plateau now most prominently occupied by he of the jealously guarded autograph, Mr. Galsworthy. De la Roche has earned her popularity with readers of all grades of intelligence. The turbulent Whiteoaks of Jalna fascinate them."

An Atlantic Monthly Press Book. \$2.50

Boston LITTLE, BROWN & COMPANY Publishers



# Sparks Fly Upward

BY OLIVER LA FARGE

*author of the*

PULITZER PRIZE WINNER, "LAUGHING BOY"

*The story of a Man and a Revolution in the days  
when "death came like a medal to be worn".*

ESTEBAN was born to trouble. When five months old, his Indian mother carried him out of the battle of Cerro Caido, slung in a shawl across her shoulders. At twenty-two, save for his height and delicate nostrils, he was all Indian, black hair, black eyes, mobile mouth. People spoke of him as the natural son of Don Geronimo Cerromayor, but the Spanish blood in his veins came from a low-caste muleteer.

Through the love of Geronimo's young wife, Esteban advanced to a commission in the cavalry, and emerged from a bloody jungle campaign, the Colonel of a devil-may-care regiment and a rising soldier of fortune. But his Indian blood gave him no peace.

The darling of the aristocrats, Esteban's sympathies were with the oppressed; loved by Dona Cerromayor, he found comfort in the arms of his Indian soldadera. The final outcome of this inner conflict re-wrote in blood the history of Central America.



**HOUGHTON MIFFLIN CO.**

*Coming in October at \$2.50*



# THE KINSMEN KNOW HOW TO DIE

*The Experiences of  
a Russian Nurse  
in the Great War*

*By Sophie Botcharsky and Florida Pier*

THE true story of a young Russian girl's experience during the war, which reads like an exciting romance.

**FRANK SWINNERTON** writes: "A marvelous book . . . most exciting, saddening, horrifying, and amusing, and full of beauties."

*With a frontispiece portrait. Large 12mo.*

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*Check your stock order on  
Honoré W. Morrow's  
new love story*

**BLACK DANIEL**

Also Sept. 17

\$2.50

*You have been reading about Morrow Mysteries*

## THE WALKING CORPSE

**By G. D. H. & MARGARET COLE**

*Authors of The Corpse in the Constable's  
Garden, etc.*

The fastest, most exciting detective story the  
Coles have ever written. \$2.00



The seal which  
guarantees you  
and your cus-  
tomers a *good*  
mystery story.

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**NEW YORK**

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# A-A-MILNE'S

FIRST NEW NOVEL

## TWO PEOPLE

To be published simultaneously in England and America on October 9th. "Two People" is the love-story of a happy marriage, destined for the same popularity as the author's "When We Were Very Young," "Winnie-the-Pooh," "The Red House Mystery," "Mr. Pim," etc. The Price is \$2.50.

**NOTE:** We guarantee to fill all orders received up to midnight of October 1, 1931 with copies of the first edition at our maximum trade discounts. First editions of all Mr. Milne's previous books are collector's items. Send for imprinted postcards, circulars, window-display material, and other sales-helps

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300 FOURTH AVENUE • NEW YORK CITY



Beginning September 17th  
JOHN DAY takes over  
the publication of

# LARRY

**"a phenomenal book"**  
— says THE RETAIL BOOKSELLER

## Six Months' Sales Record of LARRY

1st Month	2089
2nd Month	3460
3rd Month	3442
4th Month	3721
5th Month	2497
6th Month	6954

Total to date is over  
**30,000**

"and will still be selling when most of the other books . . . are dollar reprints or dead. . . . If you do not have this book in stock we suggest you order it at once. . . . A little effort, we are convinced, will turn this book into a best seller."

Beginning September 17th, LARRY will be published under the JOHN DAY imprint.

We are preparing a comprehensive campaign—complete sales manual, national advertising, window displays, radio publicity, etc.

"All parents and all youth may profit by his story."—*The Literary Digest*.

152 Pages

5th Printing \$1.25

15 Illustrations



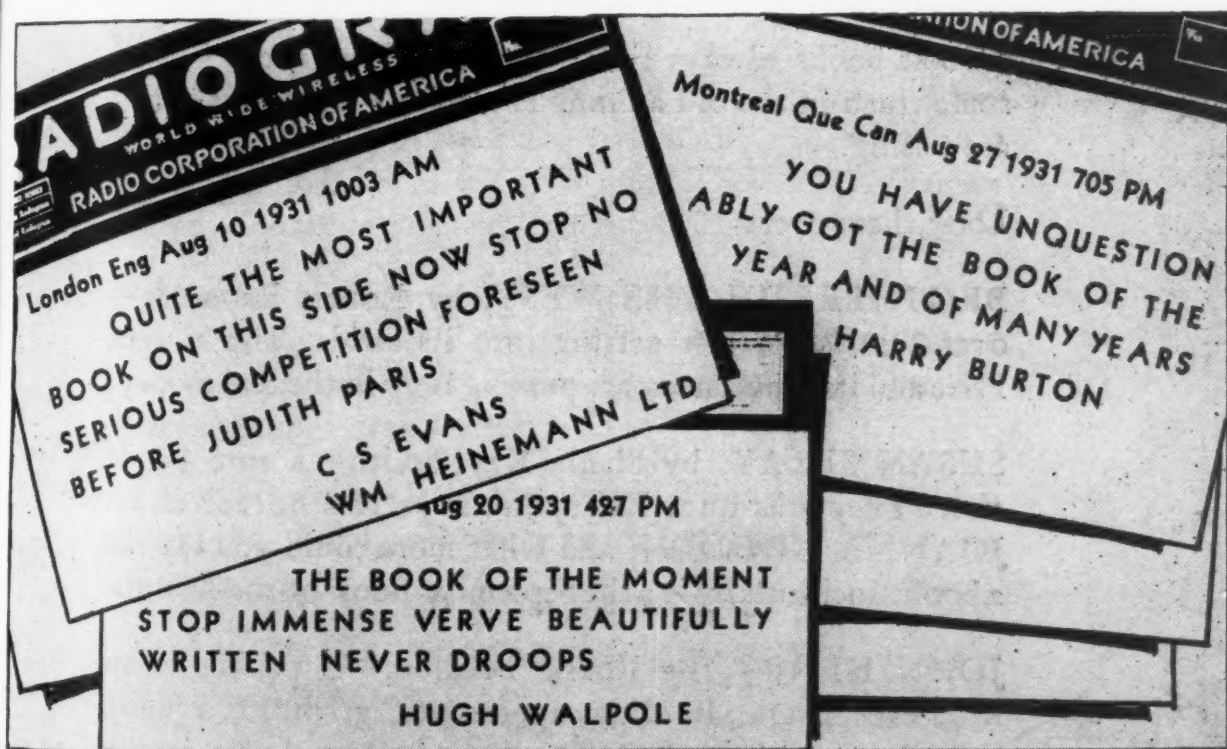
# LARRY

## Thoughts of Youth

The JOHN DAY Company  
386 Fourth Avenue New York

# WORLD HIT FOR "BROOME STAGES"!

There are straws in the wind pointing to an American success for Clemence Dane's new book, comparable with the sensational success it has already achieved in England. Some critics there hail it as the most important novel of 1931. It is a leader on all best-seller lists. It is moving steadily at the rate of 1,500 copies a week, with a record for 11,000 sold in the first fortnight. At the moment of going to press, we were receiving such messages as these:



We have absolute confidence in *Broome Stages*. It is 350,000 words long—100,000 words longer than *The Good Companions*. It may be likened to that book, but it is a monumental novel of the theatre. It is the complete story of the Broome family, actors and aristocrats—from the first Richard Broome, who joined some strolling players about 1720, to

Broomes in modern drama and the movies. Terence Holliday calls it a permanent contribution to modern literature.

*The book has a jacket by Rex Whistler, in rich theatrical colors—one of the loveliest we ever saw. It will be published Oct. 22; at \$3. Don't be caught "S. R. O."!*

**DOUBLEDAY, DORAN**



## LADIES and GENTLEMEN

There may be a depression. The book business may be on its last legs. But these books don't know it.

"Good books always sell!" It seems that there is still some truth in the old axiom. These are good books. They are selling.

Look them over:

**BROTHERS IN THE WEST**, by Robert Raynolds—over 20,000 and just getting into its stride. The Harper Prize and its grand story are putting it up in the real money.

**SUSAN SPRAY**, by Sheila Kaye-Smith—a sure bet if there ever was one. Everyone says it's better than **JOANNA GODDEN**, and what more could you say for a book. Incidentally it's the September Book-of-the-Month.

**JOHN HENRY**, by Roark Bradford—a perfect book from every angle: Reading, appearance, giving. It's funny but it's more than that. This present-day classic is the September Literary Guild book.

**MAN'S OWN SHOW: CIVILIZATION**, by George A. Dorsey—the biggest profit maker of the Fall. Sinclair Lewis, Hendrick Willem Van Loon, John B. Watson, et al, turn handsprings to help you cash in on this \$5.00 item.



THE OPENING OF A DOOR, by George Davis—6000 copies in a week from a standing start. If this be a natural, an explosion, a panic and a runaway—make the most of it. Everyone's talking about it. Everyone's buying it.

THURSDAY APRIL, by Alberta Pierson Hannum—paste this one in the back of your hat. Unknown author—first novel—no ballyhoo. Word-of-mouth appreciation has put it through three printings and the weekly sales are going steadily up—up—up. Read it yourself and see why.

THE PRINCE OF SCANDAL, by Grace E. Thompson—a saucy, witty life of that naughty George IV. Discovered first by Stallings, then by the New York public. Another PAULINE, and at \$4.00.

THE RECKLESS DUKE, by Sir Philip Gibbs—just out and doing nicely thank you. And those venerable best-sellers, FATAL INTERVIEW and NOGUCHI. Quietly adding thousands to their stature.

And more to come: A big Guedalla, a Vandercook, a Lewisohn, and Leonard Wood, a Dos Passos, a Rólvaag, a Brett Young, and a grand Mark Twain Item. And a couple of very spirited dark horses.

Ah well, if this is a depression. . . . Big sales mean big advertising. Set up a counter of Harper Books and watch the crowd.

Isn't it lovely weather we've been having! And isn't this a grand business!

Our best wishes, Ladies and Gentlemen—and for your able assistance

**WE THANK YOU**



**HARPER and BROTHERS**

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# A Bookselling Opportunity *without* Parallel!

TO BE PUBLISHED SEPTEMBER 10

## THE OFFICIAL SYSTEM OF CONTRACT BRIDGE

THE OFFICIAL BOOK ON  
THE OFFICIAL SYSTEM

**The public demanded that this book  
be written**

Contract Bridge was threatened with strangulation. Every expert and near-expert was introducing his system. Some were good, some not so good. About a dozen bidding systems found favor. Some in one section, another in other sections of the country. When players met, whose systems were unknown to each other, there was confusion and exasperating delay.

**The game's greatest experts created  
a standard system**

The official system was framed with the controlling thought that it must not only be uniform and embody the best features of the conflicting systems, but it must be easier to learn and play than any other. No longer will there be misunderstandings to cause delay and irritation—the official system has standardized the game of Contract Bridge.

**Every Bridge player must have the  
official book on the official system**

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**Walter F. Wyman**, Boston  
**Wilbur C. Whitehead** (deceased),  
 New York  
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 New York

*The official system of Contract Bridge will take the country by storm. It will be the biggest selling Bridge book of all time. Bridge enthusiasts everywhere will want the official book as soon as issued. Teachers, too, are eagerly waiting for the official book as this is the textbook to be used in their fall and winter classes.*

# THE OFFICIAL SYSTEM OF CONTRACT BRIDGE

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**EVERY BOOKSELLER** should have books in stock  
 on day of publication. **WIRE YOUR ORDER**



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**BRIDGE HEADQUARTERS, INC.**

BY

**THE JOHN C. WINSTON COMPANY**

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WINSTON BUILDING, PHILADELPHIA

Toronto



# September Books **YALE**

## **Trails To Inmost Asia**

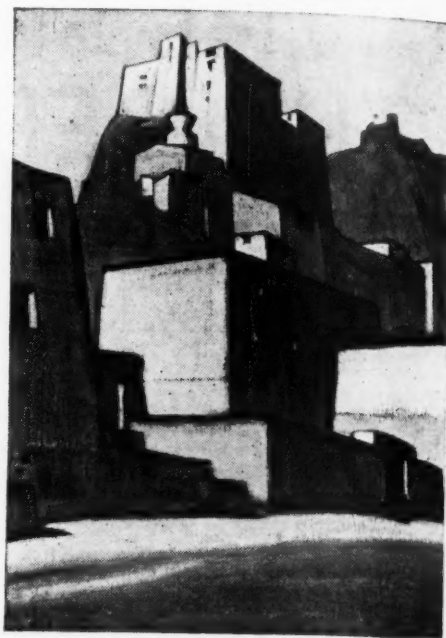
By George N. Roerich

An account of five years of adventure and exploration with the Roerich Expedition to India, Chinese Turkestan, Mongolia, and Tibet.

August 28

*Illustrated*

\$7.50



## **The Crosses and Culture of Ireland**

By Arthur Kingsley Porter

A study of the elements of Irish religious art and its relation to the early customs and ideas of the Irish people.

September 11

*Illustrated*

\$15.00

## **The Colonial Background of the American Revolution (Revised Edition)**

By Charles McLean Andrews

A revised edition of the author's earlier work in which the history of America from 1607 to 1783 is explained in terms of colonial relationship with Great Britain.

September 4

\$2.50

## **System of Extraterritoriality in Japan**

By F. C. Jones

A discussion of the system of extraterritoriality in Japan and the diplomatic negotiations resulting in its abolition 1853-1899.

September 18

\$3.00

## **The Inns of Court and Early English Drama**

By A. Wigfall Green

This study of entertainment at the Inns of Court is a partial history of the development of English drama in the 16th and 17th centuries.

August 28

*Illustrated*

\$3.00

## **Martin Bucer**

By Hastings Eells

This scholarly life of Martin Bucer contains much new material and is an important contribution to the history of the Reformation.

September 4

\$5.00

**YALE UNIVERSITY PRESS**

# EYALE September Books

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## **William Archer**

By Charles Archer

A delightful and sympathetic study of the life, works, and friendships of the famous dramatic critic, author, and playwright.

August 28

*Illustrated*

\$5.00

## **The Dilemma of Religious Knowledge**

By Charles A. Bennett

With a Preface by William E. Hocking

A discussion which covers practically the entire field of the philosophy of religion.

August 21

\$2.00

## **Psychopathic Personalities**

By Eugen Kahn

A systematic discussion of those unbalanced personalities which chiefly through some fault of constitutional endowment have somehow missed their proper destiny.

August 21

\$5.00

## **Single Finger Prints**

By Harry Battley

The Chief Inspector of New Scotland Yard, London, discusses a new and practical method of classifying single finger prints and fragmentary impressions.

August 21

\$2.50

## **Introduction To Roman Law**

By James Hadley

This volume was first printed in 1873 and has been out of print since 1921.

August 28

\$2.50

## **The Elephant-Lore of the Hindus**

By Franklin Edgerton

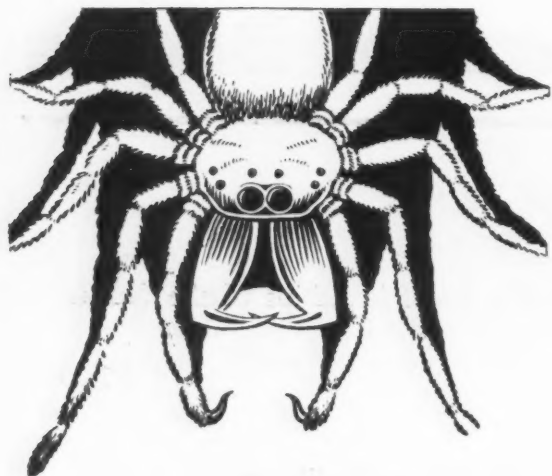
A translation from the original Sanskrit which deals with the technical "elephant-science" and Elephant-lore which grew up around the stables of Indian Potentates.

September 4

\$2.00

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# **NEW HAVEN, CONNECTICUT**



**"Rivals the best of murder mystery stories . . ."**

# THE INSECT MENACE

**BY L. O. HOWARD**

**Selected by  
THE SCIENTIFIC  
BOOK CLUB  
for September**

Imagine an Insect Empire, mightier and more prolific than the human race, waging unending warfare against the civilization of Man, showing every promise of ultimate triumph in Man's annihilation! There you have a picture fantastic *but true!* The picture is presented by no less an authority than Dr. L. O. Howard, former chief entomologist of the U. S. Department of Agriculture, and winner of this year's Capper Award for distinguished service to agriculture. The Scientific Book Club in selecting **THE INSECT MENACE** as its September book sends this message to its members: "Written in a personal, reminiscent and conversational style, it rivals the best murder mystery stories in its ability to hold the attention of the reader. . . . This book by the 'dean of American entomologists' should be read by everyone who gives any thought to the present and future welfare of mankind." We offer **THE INSECT MENACE** for what it really is: a remarkable and eye-opening excursion into an untrodden by-path of science, written for the benefit of the lay reader. It will be published on *September 10th*, illustrated, at \$3.50. **THE CENTURY CO.**, 353 Fourth Avenue, New York.



# MARGARET SANGER

*tells* her own story, and the history of a great movement which has made history for women!



**T**HIS is not only the autobiography of a great American woman—a fascinating narrative with the dramatic interest of exciting events and accomplishments—but the story of a movement which in a few years has won recognition and support from “respectable” people everywhere. It is filled with the glory of a great fight—a fight waged, at first, single handed; then with a little band of disciples who gave up everything for the cause they believed in. It tells the history of the early raids, trials and imprisonments; traces the growth of the movement and gives the names, dates, places and other facts which belong in a definitive history. It is highly controversial and will be hotly debated everywhere. It attacks a dangerous subject with the gloves off.

## SHE CHANGED THE NATIONS ATTITUDE TOWARD MOTHERHOOD

Seventeen years ago, Margaret Sanger's first clinic was termed “a public nuisance”; it was raided and she spent thirty days in jail. Today—*due to the tireless efforts of this one woman*—there are legally authorized birth control clinics in 81 communities; the movement has the support of ministers, social workers, physicians, and educators.

## MY FIGHT FOR BIRTH CONTROL

*Coming Sept. 28, \$3.00*

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SEPT. 9

For your customers  
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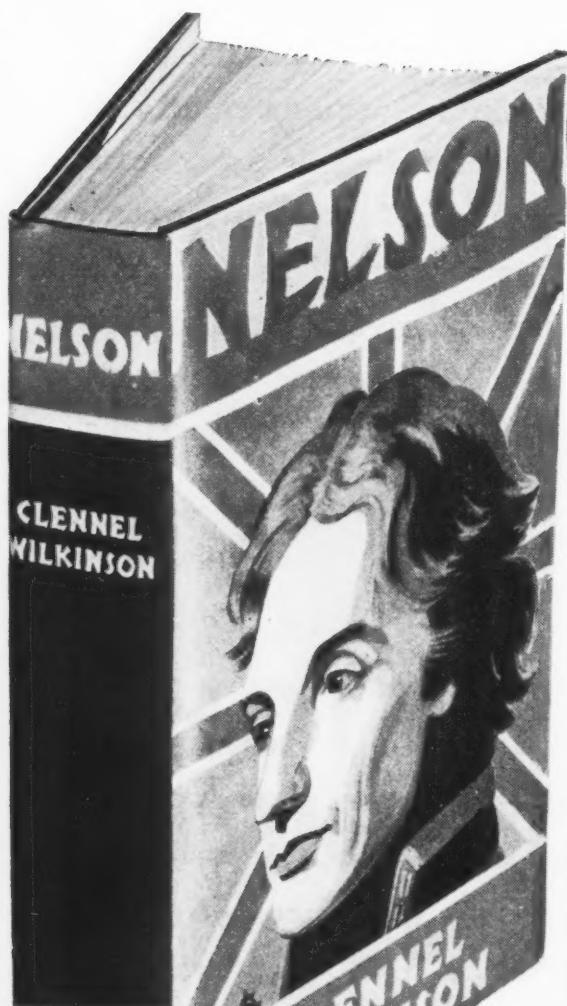
"a good biography to read"

# NELSON

By Clennel Wilkinson

There are few men whose lives make more fascinating reading than Nelson's. A great admiral, a great lover, and a great man, the flashing charm that won the hearts of all around him shines through the pages of this intimate and informative biography. A carefully written "full dress review" of a unique life.

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*Gay, audacious, careless of conventions, Marianna, daughter of the Russian nobility, escaped from the Revolution and plunged into the life of New York. She had her own ideas about love—and lived up to them. A novel filled with sparkle and charm.*

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\$2.50*

## A steady flow of re-orders

from all over the country is proof positive that the reading public agrees with the unanimous opinion of leading critics in America and England that **"THREE PAIRS OF SILK STOCKINGS"** is "the most interesting novel of contemporary Russia."

**"THREE PAIRS OF SILK STOCKINGS"** was published on March 13th. It has been reprinted three times in large editions. Bookstores from coast to coast have re-ordered time and again. Lending libraries report it among their most popular titles. It has been advertised steadily since publication date, and the "word of mouth" campaign is going strong.

With a most encouraging sales record in the slack months and with the ever-widening interest in Russia, there is no doubt that **"THREE PAIRS OF SILK STOCKINGS"** will be one of the dependable sellers of the Fall and Winter. Order now.

# THREE PAIRS OF SILK STOCKINGS

by **PANTELEIMON ROMANOF**

*Fourth large printing*

*\$2.50*

CHARLES SCRIBNER'S SONS, NEW YORK

# Not since D. H. LAWRENCE

**"The strongest  
post-war story  
I've ever read."**

**— ELLEN ENNIS**

(Lord & Taylor Bookshop)

**"It's already  
split England  
like the Wars of  
the Roses."**

**— HOWARD VINCENT O'BRIEN**

(Chicago Daily News)

## THE COLONEL'S DAUGHTER

**by RICHARD ALDINGTON**

... has a book caused so much controversy abroad. Damned, praised, banned and all but burned, it is yet said to be "in the great tradition of English satire."

It has shocked a whole nation, not so much by its morals, as by its brilliant shattering of complacencies. Its heroine, who sought so hopelessly for love in a generation short by a million men, has been compared to Hardy's immortal "Tess." It has run for months as a best-seller both in London and Paris.

We predict that in America the book will more than repeat its astounding European success. It will delight Anglo-phobiacs, enrage Anglo-maniacs. The Baker & Taylor Co. say it has "big possibilities," and recommend it for all who like Maugham and Rose Macaulay. It is a work of depth, humanity and such bitterness as only the author of *Death of a Hero* could command.

*Coming Sept. 3—\$2.50—a big pre-destined best-seller. 2nd printing before publication.*

DOUBLEDAY, DORAN



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27. TWO VAGABONDS IN SPAIN *by Jan and Cora Gordon*
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9. ISLANDS OF THE MEDITERRANEAN *by Paul Wilstach*
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15. FINDING THE WORTH WHILE IN EUROPE *by Albert B. Osborne*
16. TOWNS OF DESTINY *by Hilaire Belloc*
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18. IN COLDEST AFRICA *by Carveth Wells*
19. THE OUT TRAIL *by Mary Roberts Rinehart*
20. UNDER THE SKY IN CALIFORNIA *by Charles Francis Saunders*

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Most advertisers can shoot at the general public but the book publisher must dig for his bookworms.

The literary page of the daily American makes that job comparatively easy. Every line of its sophisticated and urbane content is written for people who like books. And its advertising columns are restricted to those who sell books. A perfect meeting ground for public and publisher—as interesting for one as it is profitable for the other.

## NEW YORK AMERICAN



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**NEW YORK'S MOST INTERESTING NEWSPAPER**

**Ready October 5th**

# **RABBI BURNS**

*A Distinguished Novel by* **ABEN KANDEL**

*Author of* **VAUDEVILLE • BLACK SUN**

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The first modern novel about Jews without beards... about Jews in a typically American setting... about Jews who have taken on the protective coloration of their environment... about the Jew

“who begins by renouncing everything Jewish about him. He sheds his accent, changes his clothes, curtails his name, plays golf and tennis, subdues his fire, and makes his whole religion conform to an élite Protestantism. Then he becomes aware that he has nothing left which is intrinsically himself.”

**RABBI BURNS** is an important book. Its theme is bound to provoke endless discussion everywhere. Mr. Kandel knows his people and he has woven them into a living, powerfully written story.

**\$2.50**

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*Sherwood Eddy*

## THE CHALLENGE OF THE EAST

An even more important book than Mr. Eddy's *The Challenge of Russia*, one of the most popular books of this and last year on the Russian experiment. In his new book, Mr. Eddy tackles the problem of Asia, a vast continent of unrest in which nearly half the population of the world is on the eve of throwing off the social and economic shackles of centuries. India, China, Japan, the Philippines are watched anxiously by the Western world; this book will help it to understand them. (Recommended by the Book-of-the-Month Club.)

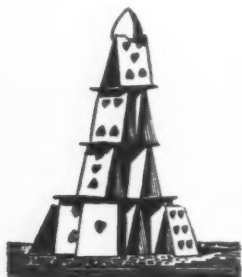
Sept. 24, \$2.50

*Robert Cantwell*

## LAUGH AND LIE DOWN

A most unusual novel, by one of the most brilliant of our younger writers. His work first appeared in *The Caravan*. It's a hard-boiled story, about two brothers and a hard-boiled girl; it's exciting, and dramatic, with scenes that make *The Wild Party* seem tame by comparison, yet it has undercurrents of remarkable sympathy and insight. Everyone who has read the script is genuinely enthusiastic about it; the book has a real chance, we think, particularly if you will read it and tell your customers about it. If you don't, they'll tell you!

Oct. 4, \$2.00



Little reason, little sense  
To build a love on such  
a base  
As a man's gay insolence  
Or the laughter of his face.  
—from CITY CHILD,  
a book of poems by  
Selma Robinson, illus-  
trated by Rockwell  
Kent. Coming in Oct.

## Pre-Views

*We nominate  
for success —*

# 7



by

LIZETTE  
WOODWORTH  
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By D. P. BERENBERG

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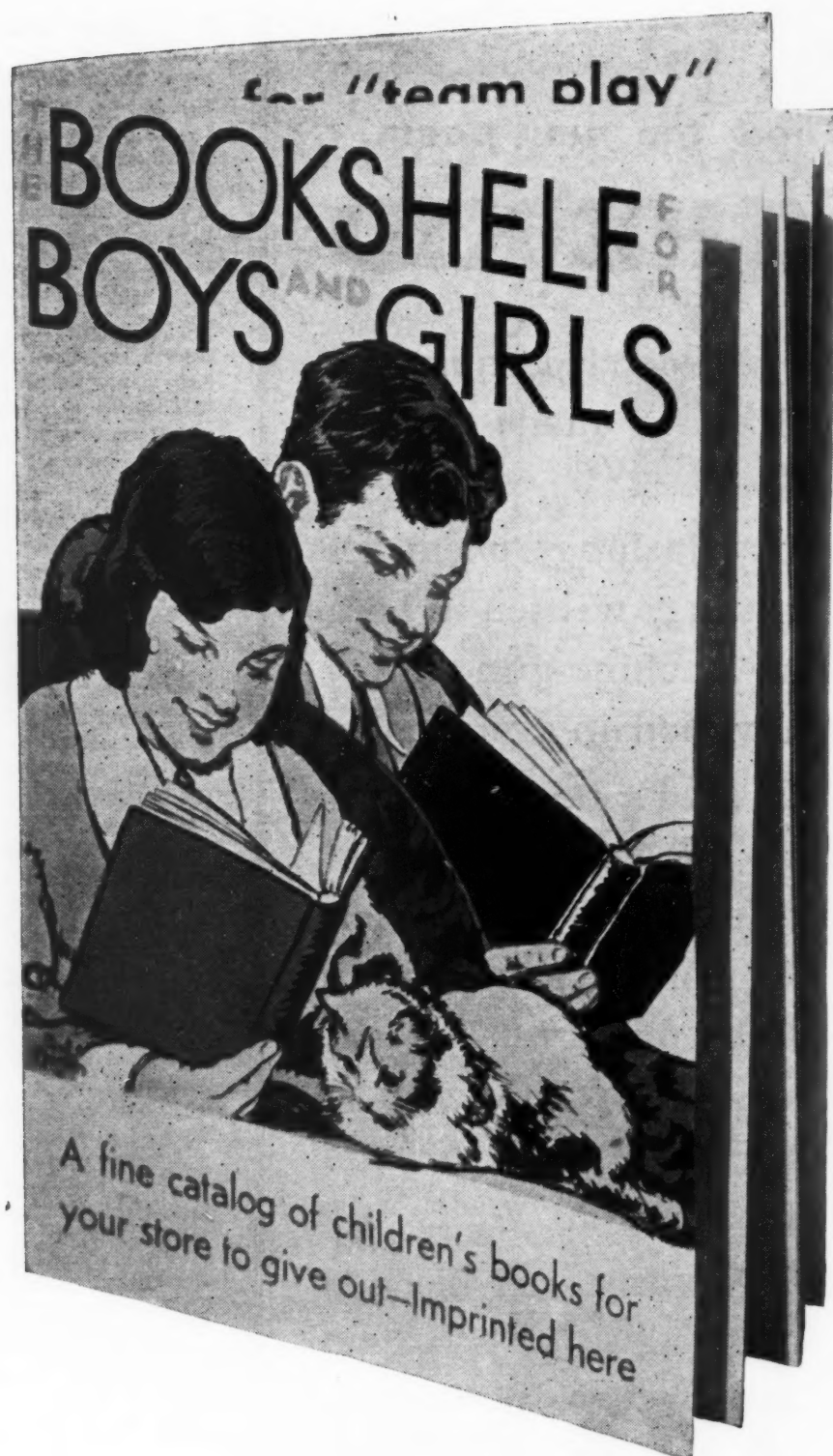
The Kid jumped up,  
Lithe as a panther,  
Playful as a pup,  
His smooth skin glistened,  
In the yellow lights,  
His black eyes shone  
Like jungle nights.  
His slim arms moved  
Like a lightning flash—  
It was over in a minute,  
In a deafening crash.

A slim heap lying  
Like a corpse on the floor.  
Soft men screaming  
With the jungle-roar.  
A tall man counting:  
"Eight-nine-ten."  
Yells, roars, laughter,  
While the soft, soft men  
Breathed red flame  
And tasted blood  
And wallowed in the warmth  
Of jungle mud.

\*\*\*

The blaring dies,  
The cheers go dead.  
A silence comes  
And lies like lead  
On banker, robber,  
Petty thief,  
On Senator  
And bandit-chief,  
And then a rolling  
Rumbling roar  
Like a heavy sea  
On a distant shore  
Rises from the throats  
Of frantic men,  
Rises and dips,  
And rises again  
As, white as a ghost  
And wiry, thin,  
The uncrowned King,  
The Kid, comes in  
Men know he trembles  
Before a fight.  
Men know his lips  
Are always white.  
Only women  
And tenderfeet,  
Men from the warrens  
Of Rivington Street  
Who have never seen the Kid  
Jump up to fight,  
Never seen his poised  
And poisonous right  
Pity the Kid  
As he stands there, clean,  
Thin-lipped, pallid,  
Razor-keen.

All lean forward,  
All breathe deep,  
Each in his veins  
Feels the hot blood leap  
When the clang-clang-clang  
Of the warning bell  
Casts on them all  
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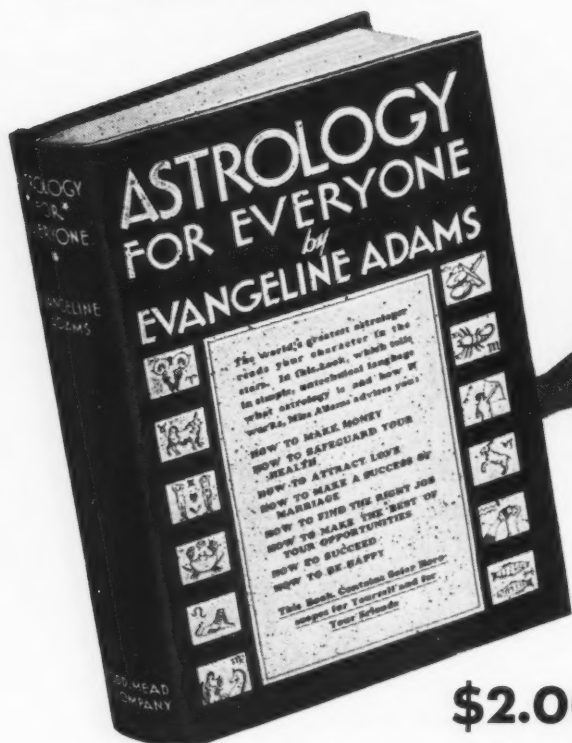
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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, SEPTEMBER 5, 1931

## Price Regulation and the Sale of Books

R. Mainguet

REGULATION of the sale of the book includes commercial rules which govern the relationships between publishers and bookstores and between bookstores and the public. The aim of this discussion is not to study these rules in detail, which would take me too far afield, but to try to find out along what lines an international understanding is possible for the sale of new books.

I suppose that the principle of complete liberty of business transactions between publishers and bookstores is taken for granted; otherwise all regulations material as well as international would be a snare.

Twenty-three countries to my knowledge have regulated the sale of the domestic book: Germany, Argentina, Austria, Belgium, China, Denmark, Spain, United States (sic), Finland, France, Great Britain, Hungary, Italy, Japan, Norway, Holland, Poland, Portugal, Roumania, Sweden, Switzerland, Czechoslovakia, Yugoslavia. Unfortunately I have been able to study only 18 of these, not having reached those of Argentina, China, Japan, Portugal and Roumania.

In general the young countries or at least those whose existence as nations does not go back very far, have a very complete regulation, often fixing to the smallest details the relations between publishers and booksellers. The old nations, on the contrary, neglect this

side of the question almost completely, regulating only the relations of publishers and booksellers with the public. The young nations make up by discipline for the time honored experience which the older countries have gained.

I shall not conceal from you the fact that from the professional point of view I should prefer to be a publisher or a bookseller in a young country, Czechoslovakia, for example. The regulation for the Czechoslovakian publishers and booksellers is indeed a veritable masterpiece of precision and clearness. It deserves to be printed as a whole. I shall content myself with citing its introduction and its ten commandments.

These ten commandments of the booktrade sum up in two pages better than I could have done, the whole question of booktrade price regulation.

*THE booktrade of Europe assumes that adequate distribution of books can only be obtained by a strictly observed net price system. Our New York situation no European bookman can understand. Mr. R. Mainguet, Paris publisher, gave an extensive picture of European regulations in an address before the International Congress of Publishers in June and pointed to the need of regulations to cover sales in foreign countries.*



## Book Trade Price Regulation as it Exists in Continental Europe

### Czechoslovakia

#### *Introduction to the regulations of the Association of the Czechoslovakian Booksellers and Publishers:*

The book business is of such a nature that it imposes the necessity of a unified program. This business indeed has no resemblance at all to other businesses in which the sales price may be fixed by the retailer himself. The publisher insists that his publications whose sales price he has fixed himself at a minimum which can be raised only by him should be rigorously sold at the indicated price; the contrary would only halt the sale and awaken defiance in the spirit of the purchaser. Numerous experiments have been made on this point, and all have been conclusive; if all booksellers do not sell a certain work at the same price, there cannot help being dishonest transactions from which those suffer who have remained faithful to their duty. Whenever the sale of the book is betrayed in this fashion, the result is invariably the same. It is not one special bookseller who is injured, but all.

Our Syndicate is here to see that such mistakes do not happen. Booksellers and publishers have at their disposal a rule that definitely regulates the sale of the book. They have moreover at the head of their Syndicate an executive committee which sees to it that the rules are observed; it is also that committee's task to discover in case of infringement whether or not this has been intentional. Never to infringe the law, even for a momentary success, that should be our motto.

The most frequent infringements have been found among new booksellers or publishers who thought the rules either out-of-date or too narrow, believing in good faith really, that they had found a more modern method of sale or one more suitable to their talents. But time has shown the vanity of these experiments, and this has confirmed us again in the opinion, that is to say in the matter of the sale of the book, that there exists only one principle for us, the sale at one fixed price for everybody.

We have begun our introduction by stating this principle undertaking to prove as we go on how this can be applied practically for the greatest good of all. The

young members of our Association do not always know how to explain to the purchaser just why it is impossible for them to reduce the price of the work asked for; neither do they know how to defend themselves when their customer pretends that they have found the same work at a lower price at another bookstore. Put not your trust in such statements and do not let yourself be intimidated by them. If you find yourself in such a situation, do not hesitate to ask the Executive Committee to arrange things in the interest of the whole Association. Do not think that in acting thus that you will be denouncing anybody; on the contrary, your duty is to safeguard the real and solid sale at a fixed price in your whole commercial domain. Those who fail to observe the rule are unworthy associates, since they have promised faithfully to observe the rules.

The present rule fixes, also, the relation between booksellers and publishers. But if you think the rule might be advantageously changed in one way or another, tell us: the General Assembly will make the changes demanded if it thinks best, or the Executive Committee itself whose mission it is to apply the rules. But in all cases hold fast to the principle of a stable selling price uniform in all sales.

The booksellers must never reveal to anyone who is not a member of our profession the organization and functioning of our Syndicate, neither must they confide to those who might profit by it, private publishers, for instance, the address of other publishers, they must always think that, in acting otherwise, they are doing harm to the whole body of the profession and the private publishers (that is, not those of the Syndicate) only bring trouble into a solidly organized selling system. They should, therefore, not favor these with their orders since their business methods tend to nothing less than a warping of the market. The sale of the book is reserved exclusively for booksellers and publishers for whom it is the only means of existence.

The present rules answer all questions that may come up directly or indirectly; that is why we beg every member of the Association to know them thoroughly and to hold to a scrupulous observation of them in his own interest and the interests of all.



The Ten Commandments of the Czechoslovakian Booktrade.

1. You are a bookseller, hence a business man, and your merchandise, the book, is the most precious in the life of the nation. You are the intermediary between the writer and the people. Be proud of the trade which you have freely chosen and which your love for the book has given you. Observe that you shall perhaps earn less money than in another line of business, but that your activity may be the source of a multitude of good actions.

2. You are a publisher and your rôle is immense in the intellectual life of the nation. Your enterprise will do good among the people when a good book goes forth from your presses. But if you are lacking in conscience, then you are an obstacle to progress. Never be ashamed, therefore, to write your name at the bottom of a book that you publish.

3. From all that you shall find in the literature of great nations take only what is good. Never forget that you are a member of the little Czech Nation, whose rôle it is to march at the head of the great Slavic family. If there are other producers and distributors, that does not mean that we cannot be in the forefront. Know that it is not for you to commit certain faults which in larger countries than yours might pass unnoticed.

4. Bookseller and publisher should always cooperate closely and supplement each other.

5. Always do your duty. Keep your accounts in order, and if you are a publisher, try to come to the aid of others.

6. The price of a book is unchangeable because it has been carefully calculated. This price must be upheld on both sides.

7. Do not wait for people to come and ask you for it.

8. As a business man you are subjected to the laws of competition. But never forget that there is one thing that has more value than any other for you, that is, honorable dealings.

9. If you have given a colleague power to act for you at a general convention, be sure that he watches out for your interest.

10. These rules are our law, to work against them is dishonest. Be proud of your profession.

What Association of booksellers or publishers would not like to have written those pages? They reflect what is in the minds of booksellers and publishers of all countries, for the theme of all regulation is the same: to sell the new book at the publisher's list price or at the price marked without discount or favor of any sort. It is indeed the great law of the book business and almost the only law. It has been the same with this law as with all the others. People claiming special rights have risen desiring to have the law changed in their favor. Associations of booksellers and publishers have then been obliged to establish rules fixing conditions under which the law might be changed and providing sanctions for those who would still misinterpret it.

The question of those claiming privileges is the nerve center of all these regulations. Where does the category of these privileged ones begin and end? How should it be handled? Certain countries like France have opened the door so wide to them that they are unable any longer to close it. Every French buyer of books is at far from believing that a discount of 10% is due him. Other countries like Germany have adopted a discount system for quantity purchases which seems all right because it does not oblige them to discriminate among buyers as privileged or non-privileged.

The position taken by the different countries on the matter of discounts is as follows:

I. Discounts on sales to teachers, schools, to municipalities, boards buying textbooks for their schools.

Holland, German Switzerland, French Switzerland, 5%. Belgium, Spain, France, Italy, Norway, (with certain reservations), Poland, 10%. Finland, 12%. Sweden, 12½% to 16 2/3%. Discount of 18% Czechoslovakia (for schools situated in places where there is no regular bookstore); undetermined discounts, Great Britain, Hungary; discount on quantities, Germany, Austria, Denmark, Yugoslavia.

II. Sales to public libraries. Holland, French Switzerland, 5%; Norway, 8 1/3%; Belgium, Spain, France, Italy (for classic books only), Poland, 10%; Finland, 15%. Indeterminate discount: Denmark, Great Britain, Hungary,

Sweden. Discount by quantity: Germany, Austria, German Switzerland (5% maximum), Czechoslovakia, Yugoslavia.

III. Discounts to teachers and ecclesiastics buying works of literature for teaching:

Belgium, Finland, Great Britain, Italy, Holland, Poland, German Switzerland, Czechoslovakia, no discount; French Switzerland, 5%; France, Norway (with certain reservations), 10%; indeterminate discount, Hungary; discount for quantities: Germany, Austria, Denmark, Spain, Sweden, Yugoslavia.

If the majority of the trade associations are in agreement to impose on the booksellers of their country retail sales at list, we see that they are much less in agreement about the discount given to privileged clientele. Do they agree in desiring that the sale of the foreign book shall be regulated? Perhaps; although only a few associations have officially busied themselves with this question in their regulations.

#### Germany

The works that have appeared abroad are equally governed by the sales regulations if they have been listed in the tables of new publications of the book business or of art or music, or in the listings of new publications in the first announcements of the *Börsenblatt*. The sales regulation is obligatory for all booksellers and jobbers in the sphere of the *Börsenverein*. The sphere of the *Börsenverein* includes the German Reich and the domains of known foreign associations. The prescriptions of provincial and foreign associations in relation to sales in their territory and beyond must be observed. This applies to associations approved by the *Börsenverein* and listed in the *Börsenblatt*, these prescriptions authorize reductions or increases in the sales price. The total amount of exporting costs should be demanded from the public in all countries which are not a part of the German Reich and are not included in the sphere of that association.

A published offer to prepay to a foreign customer is not allowed.

#### Austria

For the sale of books published abroad, the rates of change fixed and published regularly by the *Verein* are accepted.

#### Belgium

The prices and conditions of sale for

foreign publications are fixed by decisions made in general assemblies of members on the proposals of the Administrative Council of the *Cercle de la Librairie* and on the advice of regional and local sections. In urgent cases they are determined by the Administrative Council.

The conditions of sale for works of French publishers to public administrations and to public and private schools are identical with those of Belgian works. The conditions of sale for works from other foreign countries are fixed by the Administrative Council.

Foreign magazines and periodical publications are sold under conditions determined by the Office of the *Cercle de la Librairie* upon the advice of the Consultative Commission established for that purpose. These conditions are brought to the knowledge of the bookstores through a circular sent out each year at the beginning of December.

Relationships are established with publishers and booksellers or syndicates of booksellers and publishers in foreign countries. The agreements made with syndicates of other countries shall be submitted to a general assembly of the *Cercle de la Librairie* together for that purpose and shall have the same value as the agreement relative to the Belgian books.

#### Denmark

For foreign books the sales price is that which has been fixed by the Exchange Committee of Danish bookstores. The rate of exchange is published in the Danish booksellers' magazine. In case of books of foreign literature with which the Exchange Committee has not dealt the importer can fix the price as he thinks right. Permission is given to allow students a 3% discount on foreign literature for cash.

#### Norway

Discount on foreign books is unrestricted. The rate of exchange on foreign books is fixed by an Exchange Committee.

#### Holland

The members of the Union are pledged to respect the prices fixed by foreign publishers as applied to the following publications: books, illustrated works, magazines, maps and charts, works and pictures for teaching, atlases, manuals of drawing and handwriting. To calculate the rate of ex-

change below the current figure is considered as a sale below price. For English magazines the shilling is calculated at 65% of the florin. The members of the Union are obliged to refuse delivery of foreign publications of which they are the publishers' representatives to persons who do not belong to the Corporation or to booksellers who have been penalized for infractions of regulations.

#### Poland

The Cercle may decree rulings with regard to the prices of foreign books.

#### German Switzerland

For the calculation of the sales price of books, albums of art, maps and works of German origin, the prescriptions and tables decreed by the Executive Committee in application of the rules of the General Assembly are valid. For publications of English, French and Italian origin, the General Assembly.

#### French Switzerland

Works of French Origin: As long as the French exchange is below par, the central committee will fix the conditions of sale on an understanding with the Syndicate of French publishers.

Works of German, English and Italian Origin: In regard to these works, the conditions of sale determined by the Schweiz Buchhändler Verein are applicable.

Works of Varied Origin: The bookseller's discount must be a maximum of 33 1/3% of the cost price including the transportation charges so as to assure him a discount of 25% on the sale price.

The discounts provided for customers are not applicable to the sales of works of foreign origin made under the conditions indicated above, except, of course, for works of French origin sold in Swiss francs.

#### Czechoslovakia

The Association of booksellers and publishers includes, also, a section on foreign literature. It will give a notice in its organ for the Czechoslovakian booktrade of every new work that comes out there.

#### Jugoslavia

For foreign books the original price must be calculated in the currency of the day and increased by the transportation charges, the customs duties and the cost of a draft. All booksellers who have ad-

hered to the regulation of sales recognize, also, the regulation of sales of the Börsenverein of the German booksellers at Leipzig.

Thus, ten countries out of twenty-seven (five of which did not reply) have tried to regulate the sale of the foreign book in their countries. This rather unsatisfactory result is due to the great complexity of the problem which is only increased by the instability of the exchange.

Nevertheless, I am far from being pessimistic, and I estimate that the noticeable progress made in the last few years in the regulation of the domestic book allows us to foresee the possibility of arriving at an international understanding.

But let us not ask at first more than the strict minimum, that is, the protection of the fixed price of the book in all foreign countries.

I sincerely believe that this is actually the only question which we ought to study, for, if we are to take up the difficult problem of privileged clientele, we will come up against established obstacles and on local customs difficult or even impossible to get rid of and which will always be obstacles in the development of any international ruling.

Besides the problem will be far from being solved when we have decided to sell all books, foreign or domestic, at the publisher's catalog price, for this catalog price must undergo a special increase in each foreign country taking into consideration the transportation, customs duty, currency exchange, and the discount given. The condition preliminary to all international ruling is, then, that the Associations represented here conclude among themselves bi-lateral agreements comparable to those passed between Germany and Austria or between France and French-speaking Switzerland, obliging the booksellers of one of these countries to sell the books of another following a determined scale.

There should be obligatory deposit of the agreements thus concluded in the permanent bureau of the International Congress of Publishers which will be given the responsibility of examining and studying them and of presenting a plan to the next Congress, a plan of an international convention that could be unanimously agreed on.



# The Macmillan Company Reorganizes



*George P. Brett  
Chairman of the Board*

**A**T the annual meeting of The Macmillan Company on September 2, George P. Brett was elected chairman of the Board; George P. Brett, Jr., President; A. H. Nelson and H. S. Latham, Vice Presidents; R. M. Brett, Treasurer; L. J. Lucas, Secretary.

The following directors were also elected: George P. Brett, Daniel de Mendi Macmillan, Maurice Harold Macmillan, A. H. Nelson, George P. Brett, Jr., L. J. Lucas, J. N. Tankersley, Manager of the Chicago Office, H. S. Latham, J. N. Myers, Head of the Medical Department, P. A. Knowlton, Editor, Education Department, T. C. Morehouse, Head of the College Department, R. M. Brett, A. J. Putnam.

The romance of industry is rarely associated with any corporations save the industrial giants engaged in fabricating metals, making marvelous engines to carry

plain Mr. Jones and his family, and tying the ends of the earth together by the miracle of the telephone, the telegraph, and the radio. Publishing, too, has its romantic pages of vicissitudes met, of progress achieved and its colorful figures added to the history of trade expansion.

The year 1869 saw the establishment in the United States of a branch of Macmillan and Co. Ltd. of London. Two small rooms in Bleeker Street sufficed to house the activities of the staff, three employees. Many houses, both English and American, have started so, and perhaps if it had not been for the organizing genius of George P. Brett, who joined the Company in 1874, and who was made President in 1896, the Company might still be limited to a publishing enterprise dominated and controlled by an individual, as is the case with so many business enterprises. The power to grasp infinite detail, yet not be mastered by it, the ability to prognosticate the trend of events, the sane optimism in the great future of the country, enabled Mr. Brett to formulate an organization which is now perhaps the largest general book publishing house in the world.

While the company is the product of the genius of one man, that man has no illusions concerning immortality, so there has been developed an organization, not relying for its energies on any one man. The company has, in the period of the last forty years, developed publishing departments, each of which caters to a special branch of book interest, and each aiming to disseminate the best material on all subjects within its field. Each department has its own editorial staff to grade the output and to advise authors in the light of its long experience as to ways and means of betterment, thus giving that individual touch to each of its publications so necessary in the proper exploitation of books.

In the field of educational publishing the list of authors who have had their

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Jack  
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books published by the company form a roster of some of the most important educators of the day. The general trade departments have introduced many distinguished authors to the American public. Space does not permit the naming of more than a few of these, but the trade will recall the introduction of such authors as Jack London, F. Marion Crawford, H. G. Wells, William Allen White, Rabindranath Tagore, John Masefield, Edwin Arlington Robinson, James Stephens, A. E. (George Russell), William Butler Yeats, May Sinclair, Sara Teasdale, Hamlin Garland, Ida Tarbell, Sir James Jeans, A. S. Eddington, A. M. Whitehead, Owen Wister, Stuart Chase, Lewis Browne, Walter Lippmann, St. John Ervine, and Liberty Hyde Bailey. Of later years singular success has attended the company's efforts in popular scientific works such as Jeans' "The Universe Around Us" and Eddington's "The Nature of the Physical World."

A far spread sales organization has been developed to provide for the adequate distribution of the products of the several publishing departments and the company owns its own buildings and maintains departmental sales organizations in New York, Boston, Chicago, Dallas, and Atlanta, and has a large branch office in San Francisco. In all of these places virtually complete stocks of its more than ten thousand publications are maintained, and the sales organizations in each of these localities enable the company to represent its entire line throughout the United States. Its affiliation with Macmillan and Co. Ltd. of London, The Macmillan Company of Canada Limited, and the branches and depositories of the several Macmillan companies in Bombay, Calcutta, Madras, Melbourne, Sydney, Shanghai, Manila, and Tokio, enables the company to distribute its books throughout the English-speaking world.

An important tenet of the company's policy is to keep alive worth-while books irrespective of their date of publication, and it numbers among its active titles many publications of a quarter of a century or more ago.

The Macmillan fall list which has just been issued contains diversified offerings totaling approximately two hundred and



*George P. Brett, Jr.  
President*

fifty titles. Fifteen are fiction; a dozen or more are biography; the Company's success with poetry and drama is indicated by eight or ten books in this field. Some twenty titles represent the field of economics and history, and the list contains a full representation of the field of art, literary essay, public affairs, travel, philosophy, finance, legal and outdoor groups. The juvenile department, famous for the attractiveness of its publications, is represented in the list by at least forty titles. There are a dozen or more in the field of agriculture and horticulture, forty among the religious titles, twelve or fourteen among the medical, thirty in the college textbook field, and a generous number of books for elementary and secondary schools and for teachers.

The trade will be interested in the fact that the company's sales in the United States during their fiscal year ending April 30, 1931, were greater than in any other year, even greater than the banner year of 1929. The company's sales for the past two months are off somewhat, but this was due entirely as a result of conditions in China and Australia, the American sales being larger than ever.

George P. Brett, Jr. joined the company in the fall of 1913, and has been

associated with it as salesman, sales manager, Treasurer, and General Manager ever since, except for the period of the war. During this time he served for a year and a half with the American forces in France and is at the present time a Major in the Reserve Corps.

A. H. Nelson, who has for a number of years been vice president in charge of the educational department, has been associated with the company for twenty-five years. During this time he has devoted his energies to the selection, promotion and sale of the educational books of the company both in school and college fields.

Harold S. Latham, vice president in charge of the trade department, joined the company in 1909 immediately after his graduation from Columbia University. He has during the entire period been associated with the trade department, first in the

advertising and publicity departments, and for ten years in charge of its miscellaneous publishing departments.

Richard M. Brett, who has recently joined the company, and who has been elected a director and treasurer of the company, has devoted the last five years in preparation for his position through his association with the Mellon National Bank of Pittsburgh, and the Bankers Trust Company of New York.

L. J. Lucas has been associated with the service departments of the company since 1910.

A. J. Putnam, also elected as a director of the company, and recently appointed assistant to the president, has been associated with the company for many years. His major activities in the past have been with the college department. He is now primarily interested in the activities of the trade department.

## Do People Read What They Like?

Douglas Waples

*WHAT do people really want to read? Do they read the books they do because those are the books they most want, or because they are the books nearest at hand? Can research give to publishers, librarians and others any usable guidance as to what the public wants to read? This is what the University of Chicago is trying to ascertain. The result of the first two years' study has been published by the University in the volume "What People Want to Read About" by Douglas Waples and Ralph W. Tyler. In this dialog the scholar and the man on the street debate the value of research.*

THE SCENE is the waiting-room of E.X.Tracht, D.D.S. A small and airless room. The walls display framed diplomas and class pictures. On the table are several frayed magazines of ancient date and two or three with bright new covers.

JOHN DOE. Seated in one of the chairs, turning the pages of a magazine with an air of resignation. He is in the early thirties, moderately well dressed. His face is intelligent, but wistful.

RICHARD ROE. A breezy person with the contour of a stockbroker. He is a few years older than Doe, a little better dressed, and looks younger. He has an air of eager acquistiveness. It makes little difference what he acquires, so long as it is conventional. He is a Babbitt with a college education.

ROE, enters, hangs his light green hat on the rack, and glances quickly about the room. With relief he discovers only one person before him. Then he identifies his companion.

ROE

Well, Smack me! Imagine finding you here in the big town. How are you?

DOE

Pretty well, thanks. How are you? (They shake hands).

ROE

You are certainly the last person I expected to see here. I thought you were in Bingville for keeps. Are you still peddling books?

DOE

No. I gave it up—for a while. I'm going to the library school at the University.

ROE

Back to the schoolbooks and the slate pencil, eh? Well, well. I've often thought I'd like to do that, too. But where's the time?

DOE

People always find time for what they really want to do.

ROE

You just think so! Try to earn your living by working some day, and see. What do you do at the library school, for Pete's sake?

DOE

One thing I'm doing is trying to find out what sort of people would rather read about things than do them. There are such people—people who would rather read about a prize fight than fight one. . .

ROE

You're looking at one of those now, Brother.

DOE

. . . yes, or even see a prize fight in the movies, or hear one reported over the radio. And the same is true about questions like how to raise children or how to stop crime. People want to read about different things.

ROE

Don't they read what they want to? If not, why not?

DOE

Not often, because they can seldom get hold of what they really want. But I'm finding out, too, of course, what people really do read about, say, motormen, and college professors of mathematics, and high school girls in the senior class, and members of a small town rotary club, and housewives with less than ten grades of

schooling, and any other groups of people that are much alike. What we find is that there's practically no connection between what they read and what they say they want to read about.

ROE

Well believe me, if my salesmanager was running a book dispensary he'd know what they want to read about. He'd know what they read, and what they don't read, and why they read it, and why they don't read it; and he'd bust himself finding a way to make those who don't read spend an hour a day with a book on their knees.

DOE

Well, we now know a few things about what different sorts of people want to read.

ROE

If you can tell that and get it right half the time you'd make a fortune in the advertising game. But say, we can't wait forever for a chap that's half an hour late already. Let's see whether he is still alive.

(ROE goes to the phone. DOE pokes at the magazines on the table: the *Survey-Graphic*, *Time*, the *American Legionaire*, the *Aurora Chamber of Commerce News*, *Sunset*, the *Golden Book*, and *American Dentist*.)

(ROE comes back)

ROE

His wife says he'll be here in half an hour. Had to have a new Bendix spring in his starter. Well, I hope he starts! (ROE sighs himself into a chair and starts through the *Survey-Graphic*)

ROE

How the deuce you can find time to worry about what people read when so many of them are starving is by me, John!

DOE

Did it ever occur to you that if they had read the right stuff at the right time they might not be starving?

ROE

Oh sure! What every young man ought to know! You're a school teacher!

DOE

Not at all. Anybody knows that most of what we Americans read now is applesauce; and that the reason we read it is



that it is handy and easy to read. The ideas in the really good books that only a few people read would be just as useful to lots of other people. These ideas can be written to appeal to the other people when we know what people are interested in what subjects.

ROE

You'll be telling people how to write books, next.

DOE

We might do worse. Take that stuff on the table. Most of it is turned out for people who want to day-dream, some of it for people who want to learn something, generally with as little effort as possible. None of it is written to hit the needs of any particular reader—except perhaps the American dentist. The writer writes what he hopes will hit everybody, so it often hits nobody at all.

ROE

Maybe that's so. But what a man reads *about* isn't the whole story by a jug-full. I don't much care what I read *about* if it's exciting enough.

DOE

There you're right. That's true of most people who read mainly for fun. We have found out by experimenting with different sorts of people that satisfaction in reading for information depends upon five things: first, upon whether he knows about an article or book that sounds promising. If he doesn't learn about it by advertising, or by some other means he can't read it, of course; second, on how easy it is to get hold of; third, on how much curiosity he has in the subject written about; fourth, on how interestingly the book or article is written; and fifth, on how truthful or convincing it is.

ROE

That's a long list of things to remember. How can you make all of them right for each of our hundred and twenty million? It sounds pretty crazy to me.

DOE

Whether it sounds crazy or not, the fact is that we can make all of these things "right," as you say, except one, which is the reader's desire to read on a particular subject. That can only be controlled by education. Since we can't change this much in a hurry, we find out what

it is and give him the sort of reading he wants on these subjects.

ROE

Well—who does all the work? Do you do it with your little hatchet?

DOE

The regular agencies, of course; the book-trades, librarians, educators, publicists, and all the others who make a living out of it. They will see to it that conditions which can be controlled are so controlled as to give the maximum satisfaction to readers. But nobody can control the conditions till he knows what they are.

ROE

That sounds like common sense. Why haven't they found that out long ago?

DOE

Just because nobody saw the difference between what people do read and what they would read if they could. So they studied what people actually read, and that didn't get them anywhere. They didn't recognize the fact that you can't tell what kind of neckties a man really likes from what he buys if his wife only lets him pay fifty cents apiece for them. You can't tell what he would really like best to read from what he does read if he reads only what he happens to see lying around when he hasn't anything else to do.

ROE

You aren't trying to tell me that the old law of supply and demand doesn't work here?

DOE

Just that. You can tell pretty well what quality and quantity of neckties are demanded when you have the facts on the sales or consumption of ties. But that isn't true of reading. The present consumption of reading probably has very little to do with the actual demand. You read what is most interesting of what is nearest at hand. It is much like talking to people. You are talking to me because you haven't anyone else to talk to.

ROE

Not quite. I am listening to you because I haven't anyone else to listen to.

DOE

All right. But anyway, the real demand for reading is for reading on subjects the reader wants to know more about, and



which is at the same time interesting, easy to get hold of, and as truthful as it can be without being tedious.

ROE

That may be true, or it may be the bunk. A publisher knows he can sell sex stuff because he has sold it. How does he know that your scheme will work? Has it ever been tried?

DOE

No. It has never been tried because these studies I am talking about are too new. But they show plainly enough what I told you before, that for each of many sorts of readers, and taking into account everything that they read, there is almost no connection between what people do read about and what they say they want to read about.

ROE

You mean to say that my Aunt Fanny wants a book about flowers, and goes off and gets one about snails?

DOE

Whatever Aunt Fanny does, it's a fact that most of the university students, factory workers, and other groups we have studied are not reading what they really

want to read because interesting reading on those subjects is so scarce or so hard to know about and get hold of. Studies have also shown that the actual reading they do, and which they like best, is reading in which each of the five conditions I mentioned is present to a maximum degree: that is, the subject discussed is one they want to know more about and the reading is advertised, accessible, interesting and reasonably truthful.

ROE

At last you make sense. You have a study in consumer-demand. You tell the publisher what the public will use. It's up to him to make it, and up to the book-stores and libraries to distribute it.

DOE

Something like that, anyway.

(THE DENTIST bustles in.)

DENTIST

Sorry. Well, which of you is the first,

ROE

He is, but you'll save money if you take me now. This chap's been giving me the gas. You won't have to use any of your own.

#### QUICK CURTAIN

## In and Out of the Corner Office

THE secretary of the A. B. A. after a four days' ocean trip on the *Aquitania* feels certain that a Booksellers' Convention held on the Atlantic would be a tremendous success from every point of view and the larger the boat the better, even though the booktrade should occupy but a part of the space. Such a boat as the *Aquitania*, says Mr. Meyers, gives every convenience for meetings and at the same time supplies every possible opportunity for sport and sociability.

The American Booksellers' Association closes its first quarter in much better shape than last year, reports Mr. Meyers. Receipts from dues are \$200 up for the three months, the Clearing House has broken even during what is always its most quiet three months, and the warehouse for publishers has a profit to its

credit. This brings the organization into the fall in good shape. ❀ ❀ ❀

The staff writers of the New York *World-Telegram*, searching for notable personalities to put on that paper's magazine page, made a most interesting story out of the publishing career of May Masee, head of the Children's Department of Doubleday, Doran & Company. A fine three-column portrait of Miss Masee showed her holding in her hands her first publication, Falls' "A B C Book," a publication that has been followed by about 700 different titles since that time.

"What makes the successful publisher?" Miss Masee was asked. "First, knowing what the public wants, and second, being able to find it. Good sense and a generous amount of industry are the only special talents required."

# Retail Sales in the United States

*Census Bureau Releases Preliminary Figures*

**T**HE first national census of distribution was made by the Census Bureau for the business year 1929 and, though partial figures have been from time to time released, the first printing of the general totals is just released and those figures of most general interest to the booktrade are here given.

Retail stores are for purposes of this census put in 10 groups and 148 different classifications.

	<i>No. of Stores</i>	<i>Net Sales 1929</i>
Total All Stores .....	1,549,168	\$50,033,850,792
Bookstores .....	2,617	112,257,299
Book Sales in Above ..... (Estimated)		23,672,000

For the city of Washington department store figures have been broken down showing .55% of sales are books. This agrees closely with statistics of National Retail Dry Goods Association, thus giving basis for the above estimate.

Religious Goods Store (including books) .....	417	19,367,205
Department Stores (\$100,000 and over) .....	4,923	4,320,628,222
Book Sales in Above ..... (Estimated)		5,074,000

For the city of Washington figures for 15 stores of this kind doing \$4,766,000 of business were analyzed by departments indicating book sales of .59%.

Variety, 5 & 10 and to-a-dollar Stores .....	11,620	860,124,497
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This total includes all stores, the greater part of whose business is books. In the one city, Washington, where totals were subdivided, 13.4% of the bookstores' business was in magazines and newspapers, 20% in stationery and miscellaneous items. At the same time stores classified under stationery very often have book departments.

Drug Stores .....	57,716	1,783,834,442
Book Sales in above..... (Roughly Estimated)		5,000,000

In 21 drug stores in Washington whose departments were subdivided, there was .75% of books and stationery. If .03 were books alone it would give \$5,000,000.

Newsdealers .....	7,643	127,943,544
Bookstores (second-hand) .....	157	2,247,163

These figures are obviously far too low but the Census Bureau cannot give any explanation.

## Selected Totals For Comparisons:

Art and Gift Shops .....	3,130	\$ 38,417,311
Stationers and Engravers (retail sales).....	1,209	17,580,492
This includes a percentage of book sales.		
Office and School Supplies .....	1,427	68,817,349
Office and Store Mechanical Supplies (at retail)....	1,410	121,045,791
Musical Instruments and Music Stores (without radio) .....	2,174	43,137,795
Art Galleries (sales) .....	134	31,891,976
Toy Shops .....	629	12,055,742
Antique Shops .....	1,339	49,802,414

# To Increase Bible Reading

*Publishers Discuss an Interesting New Plan of Cooperative Effort Which Will Provide New Reasons for Bible Ownership and Home Reading*

**A**T the New York Advertising Club last week a meeting was held of a group of those houses which produce and distribute Bibles, and out of their discussions, grew a plan for a campaign to increase the reading of the Bible. Not the promotion of any particular Bible or line of Bibles but a plan which should have a stimulating and far-reaching effect on Bible reading in the American home. This meeting was called by S. F. Areson, President of Thomas Nelson & Sons, especially to consider an idea conceived by Sophia Carey, an idea for general promotion of Bible reading through display advertising. The plan was so generally approved that a special committee on ways and means was appointed to study details and report back. This committee includes Julius King of Thomas Nelson & Sons, Dr. M. L. Robinson of the New York Bible Society, C. F. Kint, president of the John C. Winston Co., and William Krause of Oxford University Press. A number of other organizations were represented at the meeting, including the New York Bible Society, A. J. Holman Company of Philadelphia, James Pott & Company, and the National Association of Book Publishers.

This group of people who are not only producing Bibles but who are closely in touch with all the national groups who are interested in their distribution understand that the Bible is a book which must necessarily have its own special forms of promotion. It is especially a book for individual ownership. It is a book that everybody knows. Everybody knows where to buy it. Probably, also, it is a book for which people need reading guidance, in order that they may find the parts most suited to the hour and mood.

As a preliminary test of the plan, Thomas Nelson & Sons has had placed in two New York papers advertisements of

a general character such as the one reproduced on this page. The attention attracted by these advertisements gave an indication that if a large campaign could be organized it might be able to obtain support from some sources outside of the trade in order to get it on a basis sufficiently nation-wide to be satisfactory.

**If you have  
lost faith  
in your  
fellow men  
read 1 Cor.  
13 in the  
BIBLE**

*A Bible publisher's advertisement as it appeared in the New York Times*

The text selected for this advertisement suggests how Bible reading under proper guidance can fit the special mood and need of the times. Many people seeing the advertisement thought it was the advertisement of some church group.



# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

Published by the R. R. BOWKER Co.  
62 West 45th Street, New York City

R. R. BOWKER, President and Treasurer  
62 West 45th Street

FREDERIC MELCHER, Vice President  
62 West 45th Street

JOHN A. HOLDEN, Secretary  
62 West 45th Street

Subscription, United States \$5; Foreign \$6; 15 cents  
a copy

September 5, 1931

*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## The Importance of Net Prices

TO how great an extent the distribution of books in Europe depends on a strict observance of a net price system is indicated by the article by M. Mainguet printed in this issue and the same theme was emphasized by Dr. Oldenbough, president of the Börsenverein who began his address at the International Congress of Publishers by saying:

"The book is a product, set apart from all other kinds of merchandise by the certainty that the quality of all books in a particular edition will be the same in its most essential part, that is, its intellectual content. Of course, it may happen that one copy of a certain edition might be better printed than another, but the contents will always be the same. There is no other merchandise, even among trade-marked articles, whose uniformity is so well assured. Certainly automobiles of a certain name may be guaranteed in a large measure as to quality, by establishing rigorous inspection at the factory. In the same way an inspection allows the keeping up of the same standard of a shaving cream for example, nevertheless there can be on the most essential points essential differences for the purchaser. Indeed the

name of the automobile will not change, even if another kind of steel has been used or the structure of the motor has been modified and the shaving cream will not change its name because its formula has been slightly modified or because the contents of the tubes has been increased or even diminished. There is therefore no case where the fixing of a uniform price by the manufacturer seems so justifiable as does the list price (*prix fort*) set by the book publisher."

## The Need of Training

TRAINING for bookselling has not yet been worked out for this country, and, if the distribution of books is to grow and thrive the booktrade must find means of attacking this problem in some large way. Bookselling has gained in the last fifteen years by attracting to itself more and more people who are competent to take up the best methods of the past and translate them into new ways, but there will still be wasted effort if a more systematic way is not found for the best ideas of the past to be carried on and improved.

The most concrete evidence of progress has been the Summer Bookselling School at Columbia, where one class had three weeks of practical instruction in bookstore management and book selection; but with a country as large as this there must be other methods found particularly for store instruction of those already in the business.

In Germany there has long been the practical plan of Young Booksellers' Circles, a plan which might well be adapted to this country. The ambitious bookshop assistants and young proprietors of stores get together four or five times in a year on a Sunday and spend the day in discussing the practical problems of the trade. Booksellers come from fifty to seventy-five miles around for the occasion. In the morning session, two or three hours are spent listening to presentations of trade problems from members or invited guests and then there is keen discussion from the floor. After dinner together, the Circle meets again for another two or three hours' session, with other speakers and other topics. The expense of getting to such a conference is small. It is usually borne by the young booksellers themselves or by



their employers, but in some cases the Circle itself has funds for the car fare of those who might not be able themselves to afford the trip.

In England very effective machinery is set up by providing for a classification of associate members of the Associated Booksellers of Great Britain and Ireland. These associate members are only accepted after a written examination. There are two series of examinations. The subjects cover elementary history of printing and book production, English language and literature, bookkeeping, salesmanship, and one foreign language. The problem of organizing the examinations and judging the results is in the hands of an examination board headed by Charles Young, one of England's outstanding leaders in the field of bookselling organization. The report of this committee is published simultaneously with the report of the Governments Committee on Education for Salesmanship which was appointed three years ago. This Committee defines salesmanship in its widest sense as "obtaining and retaining a market for goods and services," and states that shops exist for the ultimate purpose of distributing goods or services for sale." The Committee further states that commercial prosperity as a whole depends "in no insignificant measure upon the extent to which the need for adequate and efficient education and training not only of the leaders and the actual selling staffs, but of all ranks is realized and provided for." The report went on further to say, "It may, indeed, be said that the problem today is rather to persuade employers that it will be to their advantage to employ such men and women (i. e., those who have received a good general education) to train thoroughly such already well-prepared human material, and, last, but far from least, to pay them all that they are worth. There is no short cut to efficiency in salesmanship. The successful conduct of commerce calls for the steady development of suitable personality by suitable education and suitable subsequent training in the principles and technique of commerce."

With such examples as these the American booktrade ought to take more seriously its responsibility for trained service in all bookshops.

## The Cheney Survey

A YEAR ago in September O. H. Cheney, the vice-president of the Irving Trust Co., undertook for the Publishers' Association and for the Employing Book Binders' Association to make a survey of book distribution conditions in the United States and to make a report within one year. The twelve months have elapsed, and the trade is looking forward with increasing eagerness to the findings which this outside investigation will bring forth.

Mr. Cheney has built up a staff and established an office in the Pershing Square Building in New York, and has been in continuous touch with the various groups in the booktrade ever since. From time to time he has made partial reports embodying suggestions such as those on the reprint problem and that on remainders, but the major part of his report will not be known until it is presented to the Publishers' Association and to the Binders' Association by the end of September.

The evolution of publishing and retailing conditions in the past decade has given the booktrade plenty of things to think about, but the comments from a detached point of view of an investigator who has had the opportunity to go into as many phases of the business as he saw fit should supply much food for thought and new platforms on which to build.

## United States Postal Policy

CONGRESSMAN CLYDE KELLY of Pennsylvania, a member of the Post Office Committee of the House of Representatives, has published, with the Appleton imprint, a book discussing the United States postal policy, a most opportune volume in view of the fact that the government's postal policy will come under sharp debate in the next Congress. Mr. Kelly makes a strong argument in favor of the Post Office Department as a service department, claiming that every business in the country feels the benefit of the low rates made, and therefore it is a department on which the government can with justification look forward to a deficit. "The United States Postal Policy" covers chronologically the story of American mail delivery from 1735 to the present-day.



## Customers' Choice

**C**OREY FORD'S "Coconut Oil" published on August 25 is being featured in a number of New York shops this week. On Sunday, August 23, the New York *Times* ran a full-page in the rotogravure section of the photographs from the

book. This full page is used by various shops as the center of the display. *Brewer and Warren and Putnam* have made some cut out figures about a foot and a half high which very effectively catch the eye. *Dutton's* on Fifth Ave. have a good window with the figures all standing in a row at the top. Books are open at various pages to show the illustrations. The window has a garnishing of little palm trees which add to the tropical air. In some of the *Doubleday* shops the figures stand on irregularly placed piles of the book. There are about a dozen different figures.



Whaley's on 57th Street, New York have given the center of their window to "Peacocks on Parade" (*Sears*) and "Peacock Alley" (*Harpers*) with some of the quaint photographs to lend atmosphere. At this shop they are selling more of "The Opening of a Door," the runner up in the Harper's Prize contest, than the prize novel "Brothers in the West." This shop reports among its good sellers Blair Niles "Strange Brother." Men buy it. "I guess they tell each other" said the very demure young lady, interviewed by us. Advance orders have been coming in for Herman Hagedorn's "Leonard Wood," helped by a card announcing the forthcoming book, furnished by the publisher. Customers have already begun to clamor for the new McFee and the new Maughan.



The Sutton Place Bookshop, New York, also finds that "The Opening of the Door" is more popular with its customers than "Brothers in the West" and Mr. Camin has a very interesting theory about it. The book was out of print and hard to get almost as soon as it was published. This only made would be readers more would be. When Mr. Camin told them that he had tried everywhere to get the book but it was all gone, they were so sure it must be good that they kept coming back to be sure to have the next copy that came in.



Marquis James, author of "The Raven," has been spending a couple of months near Knoxville, Tenn., working on his forthcoming "Life of Andrew Jackson." He visited Beth Morgan's Bookshop and autographed copies of "The Raven" and gave a newspaper reporter an interview there at the shop.



At the Washington Square Book Shop, Mrs. Horton pointed to the pile of Stefan Zweig's "Amok" as a volume that it was an especial delight to sell. "Some say to me," she said, "that it seems like a small book for a dollar and a half, but no one has ever complained after he has purchased it."



At Dauber & Pine's on Fifth Avenue the window display was centered on Dorsey's "Man's Own Show—Civilization," and it has started at once to take its place among their best sellers. The distribution of Dr. Dorsey's first book was so extensive, this store commented, that the new volume needs little sales talk.



The Brittanica Book-



shop finds that portable chess sets used in display with chess books is a good thing. The sets seem to sell the books and vice versa. Jacques, London, manufactures a very clever pocket size chess set which is popular. You can get them from Abercrombie & Fitch's. Three newly issued chess books are, "Chess Step by Step" by Frank J. Marshall (*Dutton*), "Mate in Two Moves" by Brian Harley (*Harcourt*) and "How Not To Play Chess" by E. A. Znosko-Browsky (*McKay*).



J. B. Priestley's "The Good Companions" will appear as a play in New York City this fall. London critics called the opening night of "The Good Companions" in London "the most exciting first night since 'Trilby.'"



Louis Untermeyer's "Modern American Poetry" has now sold over 271,000 copies. *Harcourt* is publishing Mr. Untermeyer's next anthology, called "American Poetry From the Beginning to Whitman" (September 10).



Smith and Boots, the two largest book distributors in England, have banned Richard Aldington's "The Colonel's Daughter." Ireland has followed suit. *Punch*, however, says "The Colonel's Daughter" deserves to be as memorable as "Tess." *Doubleday* is the American publisher.



"In Defense of To-morrow" by Robert D. Bowden is the book which won the National Arts Club prize of \$3,000 for the best manuscript submitted on the soul of America. Mr. Bowden interprets the machine age and replies to its critics. *Macmillan* will publish it.



Leonard Wells of the Powers Mercantile Co. of Minneapolis predicts that "The Border" (*Morrow*), "The Colonel's Daughter" (*Doubleday*) and "Albert Grope" (*Harcourt*) will prove three of the big fall books if they are intelligently featured. He is also counting on "Still More Boners," "Yoohoo Prosperity," "Susan Spray," and "Man's Own Show—Civilization" to pep up fall business.

"Larry: Thoughts of Youth" has gone to *John Day*. Published in January, 1931, by *The Association Press*, this little book had had rather remarkable sales. Total sales for the first six months of its career may be seen in the *Day* ad on page 900 of this issue. Of more particular significance perhaps are the trade sales figures, which have gone steadily up since the book's publication. For the first six months of this year they run: 624, 1649, 2058, 2335, 1521, 5959. This increase becomes quite exciting if compared with Y.M.C.A. sales figures for the same period which run: 1287, 1612, 1047, 882, 374, 651. All of which goes to show that "Larry: Thoughts of Youth" is not essentially a Christian Endeavor item. *Day* brings the book out on September 17, unchanged in format, and will promote it from the "this is a book every parent will want to read" angle.



The *Dallas Dispatch* carries the report of an enterprise in the field of book publishing that has unusual features. Julian Sherrod of Dallas was employed as a bond salesman for a branch of a large New York bank, according to this report, and, business becoming quiet, he found time for writing out the story of his experiences as a bond salesman in a book called "Scapegoats." He wrote this in the form of brief notes, one copy only having been made. Shortly afterwards he went into bankruptcy, and the chief creditor being the New York bank, they claimed the manuscript belonged to the assets. The referee in bankruptcy decided that the book in such form did not belong with the assets and subsequently Mr. Sherrod printed the book and the publicity has apparently started the volume on the road to sales.



A reviewing department for children's books written for children has been inaugurated in the *Junior Red Cross News* under the heading "Something to Read." The books are intended to catch the attention of the children themselves and are given a prominent position in this magazine which has wide circulation. The first two books reviewed are "Paddlewings" by Wilfrid S. Bronson and "Great Moments of Freedom" by Marion F. Lansing.



## Sales Notes



*This view of the rear of the Gay-Hagen Co. shop shows the circulating library*

THE GAY-HAGEN COMPANY of Buffalo, N. Y., worked out this spring a very ingenious scheme to make its circulating library more profitable. First, it was decided to charge a 50 cent membership fee, which should be non-returnable. This was to counteract the losses incurred because some people join a circulating library and never return the first book. Then a circulating library contest was arranged which proved very popular. Three prizes were offered each month for the three persons withdrawing the greatest number of separate titles from the open shelves each preceding month. Books reserved and telephoned for were not to be counted in the final score. Books must be selected from the open shelves to count. On the last day of each month the store is open until ten o'clock at night, and all books to count must be returned before then. The score is figured up not on the total rentals paid but by the total number of different books withdrawn during the month. No member may win a prize two months in succession; though he may win

a prize every other month, or six prizes a year. Books won as prizes may be exchanged within three days after the award by payment of an exchange fee of 50 cents.

The prizes offered were a \$5, a \$3, and a \$1 book. In the first month, Mr. Gay-Tiffit tells us, he found that the prizes had cost him \$5.40, and the contest idea had brought in \$30 worth more business. Beyond this, the shop derived further benefits from the plan. One of the main objects was to turn the attention of the library borrowers away from the newest and most popular books on the reserve shelf toward some of the good though slightly older books which the borrower had not read. The contest plan has accomplished this to a great extent. Also it has cut down the excessive number of telephoned reservations for the newest books.

The customers of the library have taken up the contest as if it were some new game or sporting event. The man who won the prize the first month looked on baffled and restless during the second month and on the first day of the third



month appeared and said, all cheerful and smiling, "Now, I can be in it again," and took out ten books, for a starter. One competitor arranged with a small detachment of fellow office workers to sub-rent books from him so he got the credit. The runner-up in one month, took out 10 books on the 30th of the month and brought them back on the 31st. Mr. Tift figured up that one winner had paid for his prize book twice over in rentals.

The 50 cent exchange fee is charged because of the different discount allowed on various books. This sometimes works to the advantage of the shop, of course.



Clapp's Book Shop in Albany has discovered that letters to specialized groups such as bankers, lawyers, etc., do not draw. Neither does the chatty, informal composition so much in vogue in places far removed from Albany. The following form Clapp has found to be the most effective in pulling orders by mail.

To Our Customers,  
Lovers of Books, and All Good Things.

Dear Book Buyer:

We take pleasure in bringing to your attention the following books. Some are already published, or will be issued during the month of March. Notice the little squares opposite the titles listed, check these for any book you want, check how you wish the books sent, and enclose this letter in the addressed envelope.

☐ BIOGRAPHY.

☐ My Experiences in the World War. By General Pershing. Two volumes. Fully illustrated. \$10.00 the set. (See enclosed circular.)

☐ Mr. Justice Holmes. By Felix Frankfurter. \$2.50.

A book for every lawyer, every person interested in public affairs, every student of contemporary history. Contributions by Judge Cardozo, Dewey, Lippmann, etc.

☐ My Life. By Mary Roberts Rinehart. Illustrated. \$2.50.

An extraordinary story. She has combined wifehood and motherhood with varied experience and dramatic activity in the world at large.

☐ The Memoirs of Marshall Foch. Maps and Illustrations. \$5.00.

Etc., etc., etc.

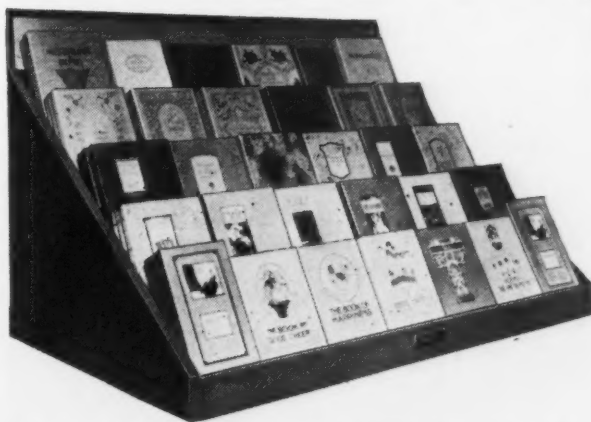
Faithfully yours,

R. F. CLAPP, INC

☐ Charge. ☐ Check enclosed ☐ C. O. D.



The P. F. Volland Company in Joliet, Illinois, have had built a very attractive



metal display case to be used for the display of the Volland Greeting Books. The rack is loaned to any dealer buying 150 books and is given free to any dealer ordering or re-ordering to the extent of 250 books. The case is manufactured by the Hamilton Manufacturing Company and besides the five open shelves contains two large drawers for stock, which pull out from the back. The H. W. Brown Company in Milwaukee did so well with the Volland Greeting Books in the display rack that within thirty days they re-ordered 750.



Suburban bookshops can make a selling point of their convenient location which obviates the necessity of taking a trip into the city, according to Miss Geraldine Gordon of the Hathaway House Bookshop in Wellesley, Mass. "When college closes and the towns-people go away, we circularize the surrounding towns, stressing the news that we are here and open for business. We have succeeded in persuading many folk that it is more comfortable on a hot day to shop with us than in town." Garages and parking place proprietors are playing up this idea so much just now, Miss Gordon believes a bookshop by taking a survey of local conditions, may reap its share of the cumulative publicity.



Small loan libraries are finding themselves preyed upon by unscrupulous First Edition collectors, who, whenever they find valuable contemporary First Editions among library books, take out a dollar membership, withdraw as many books as they can in a short time, clean them up and sell them for their First Edition value. An embossed seal on the check-out fly-leaf, or a perforator stamp used on the title-page, will lessen their first edition value as well as locate the ownership.



*Orlando Baker*

## Obituary Notes

### ORLANDO BAKER

In July, Orlando M. Baker passed away suddenly at his home in Springfield, Massachusetts where he was born, December 12, 1900. He attended the University of Michigan and later studied book-making at Carnegie Institute. He first entered the book business with DeWolfe and Fiske Company of Boston, going later to the Macmillan Company of New York where he spent the last five years. Mr. Baker's value soon became recognized, and he handled many of the firm's largest and most important accounts.

Mr. Baker came naturally by his love of books, for he was one of the third generation of Bakers to follow the publishing business. His grandfather, for whom he was named, was first a textbook man and then a member of the staff of the G. & C. Merriam Company. His uncle, Harris W. Baker, was one of the most beloved book salesmen of his time. His father, A. G. Baker, who is widely known and respected among the foremost educators, is now

President of the G. & C. Merriam Company of Springfield, Massachusetts. The passing of Mr. Baker has removed a loyal and staunch friend of many in the publishing world. His unfailing good humor, enthusiasm, and ready wit were relished by them and his sense of book values, appreciated by his associates. His loyalty and generous kindness will long be remembered by his many acquaintances and friends. He is survived by his widow, Alice M. (True) Baker, of Port Clinton, Ohio, his father and Mother, who reside in Springfield, and three brothers, Waltn C. of Wilson, North Carolina, Ingham C. of Springfield, Massachusetts, and Frederic A. of Seattle, Washington.

### JORDAN OF LITTLE & IVES

HAROLD H. JORDAN, the President of J. J. Little & Ives Company, died suddenly of heart disease on September 1st soon after arriving at his business office. He was fifty-three years old, and had been with the firm for sixteen years. His death was entirely unexpected, and he collapsed while seated at his desk. Mr. Jordan was born in Denmark and came to this country at an early age, serving as Superintendent and Manager of the concern and bringing to the business genius for detail organization of the complicated business of printing and binding. He was made President of the business only two months ago. Colonel Arthur W. Little, the principal stockholder in the business, is in the south, and no decision about succession in the management will be announced until his return.

### Business Notes

CHICAGO, ILL.—The Argus Book Shop, Inc., has acquired from the Receiver in Bankruptcy the chief assets of the Jewish Book Club.

LOS ANGELES, CAL.—The Biltmore Bookshop in the Biltmore Hotel has just been opened, Miss Florence Cunningham, proprietor.

NEW BRUNSWICK, N. J.—The Chanticleer Bookshop, Philip Kaiser, has recently opened at 425½ George St.

NEW YORK CITY—Eugenics Publishing Co. will be located at 317 West 34th Street after September 10th.

# BOOK MAKING

*A Monthly Department*

## Some Recent Solutions of the Title-Page Problem

William A. Kittredge

*Director of Design and Typography, R. R. Donnelley & Co., the Lakeside Press, Chicago*

A BOOK properly designed is not usually designed from the title-page to the text page, but rather from the text page outward. If a book is to invite reading and be easy to read, the selection of the type for the text is of first importance. The length of line and proportion of type page to the paper page takes time in consideration. Very often one or two types in different sizes are tried with different margins until a happy result is obtained. The character of the plain text page having been established, two real problems of the book develop—the title-page and the chapter beginning pages.

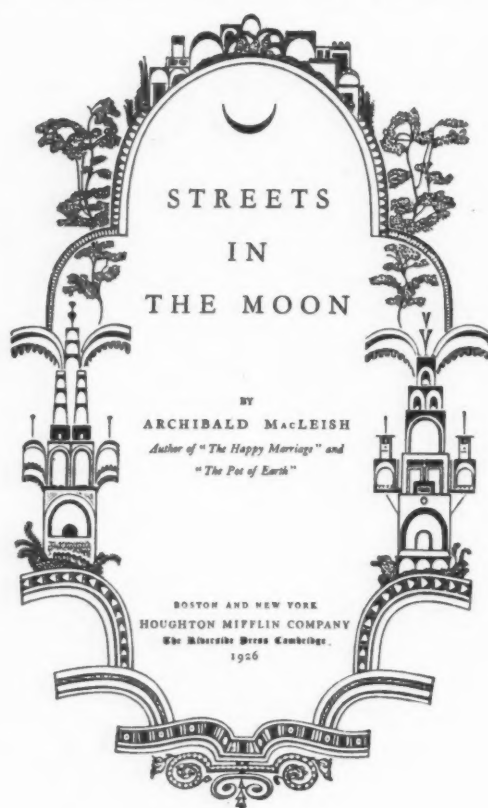
The title-page more often than not must be built around an arbitrary amount of copy furnishing the facts about the title of the book, the author's name, the publisher's imprint, etc. Sometimes this copy is unwieldy in its amount and length and other times there is so little of it that one wonders how it is to command a page. What happens in design on the title-page should be alluded to in the design of later pages in the book. It is not enough that the title-page stand alone as a satisfactory design without relation to the rest of the book.

When books were first printed, they were printed without title-pages, and later the title-page was no more than a few lines of capitals or a paragraph of the text type set off on a page by itself. However, the opportunity of having one page in the book featured and embellished with special

decoration and ornament was too much to resist, and beautiful title-pages have been made ever since. Within the past ten years there have been some interesting developments in title-pages in this country. The most interesting of all, it seems to me, has been the use of the double title-page or the use of two pages facing to contain the facts of the title, instead of one page as formerly. The publishing house of Knopf may have started this practice, but if they did not start it, they have used it to very good advantage in many of their books. The strategy is effective because very often the page facing the title-page is left blank or otherwise lost in usefulness. A recent splendid example of the double title-page is the design made by W. A. Dwiggins for "The Time Machine," published by Random House, New York. In the original, this double title is printed in three colors and black with great effect. The small reproduction shown here only does partial justice to the idea. Mr. Dwiggins has coped well with the problem of copy that does not balance in word measure. His use of white space is audacious and personal, and the character of his lettering excels in charm and quality any type which he might have used. The ornament used on this title-page alludes to the later ornamentation of the text pages inside.

Another title-page of Mr. Dwiggins which excites a general interest in the book which it precedes is a title-page made for





*A decorative cartouche of typically Dwig-  
ginesque character*

THE ENGLISH  
DICTIONARIE  
OF 1623

By HENRY COCKERAM

WITH A PREFATORY NOTE

BY

CHAUNCEY BREWSTER TINKER



NEW YORK  
HUNTINGTON PRESS  
MCMXXX

*A ruled frame with cross rules separating  
the main features of the page*

JOHN BELL, 1745-1831

BOOKSELLER, PRINTER, PUBLISHER,  
TYPEFOUNDER, JOURNALIST, &c.

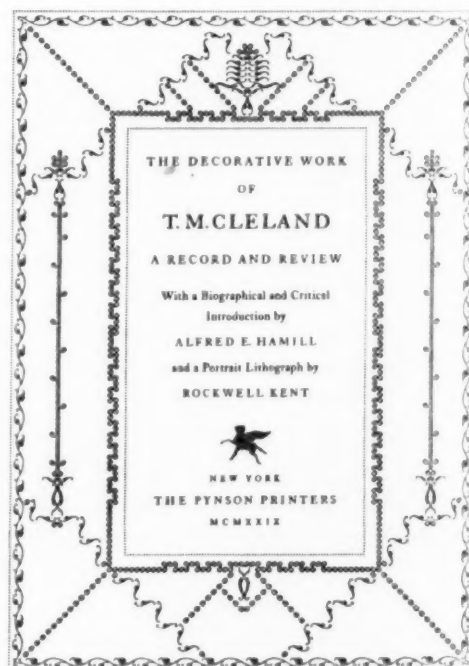
Founder or Part-proprietor of  
*The Morning Post*  
*The World*  
*The Oracle or Bell's New World*  
*Bell's Weekly Messenger*  
*La Belle Assemblée*  
&c. &c.

Original Proprietor of  
*The British Library*  
*Bell's British Letter Foundry*  
*Bell's Poets of Great Britain*  
*Bell's Edition of Shakspeare*  
*Bell's British Theatre*

BY  
STANLEY MORISON

PRINTED for the AUTHOR  
AT THE UNIVERSITY PRESS  
CAMBRIDGE  
1930

*Text types in an interesting arrangement  
of capitals, lower case and italics*



*Typographic flowers and ornaments  
arranged to frame the type*

# THE bon voyage BOOK

an intimate guide  
for the modern  
ocean traveler

BY  
"Old Salt"

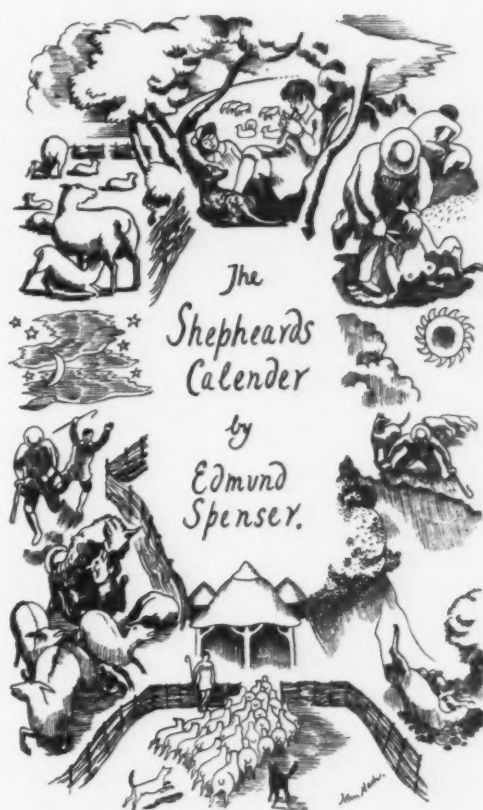
new york: the john day company



*Lower case bold face,  
a design appropriate  
to the text*

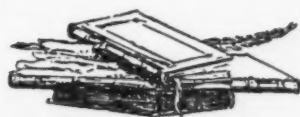
"Streets In The Moon," published by Houghton Mifflin Company. Here a decorative cartouche of typically Dwigginsesque character encloses a type arrangement, giving the title of the book and other facts. The frame is printed in green and the type in black, giving vivacity to the page.

Some of the best title-pages made in all time have been done by Stanley Morison, who is so well acquainted with title-pages throughout the whole history of printing that when he



*Hand drawn and lettered it suggests the contents of the book*

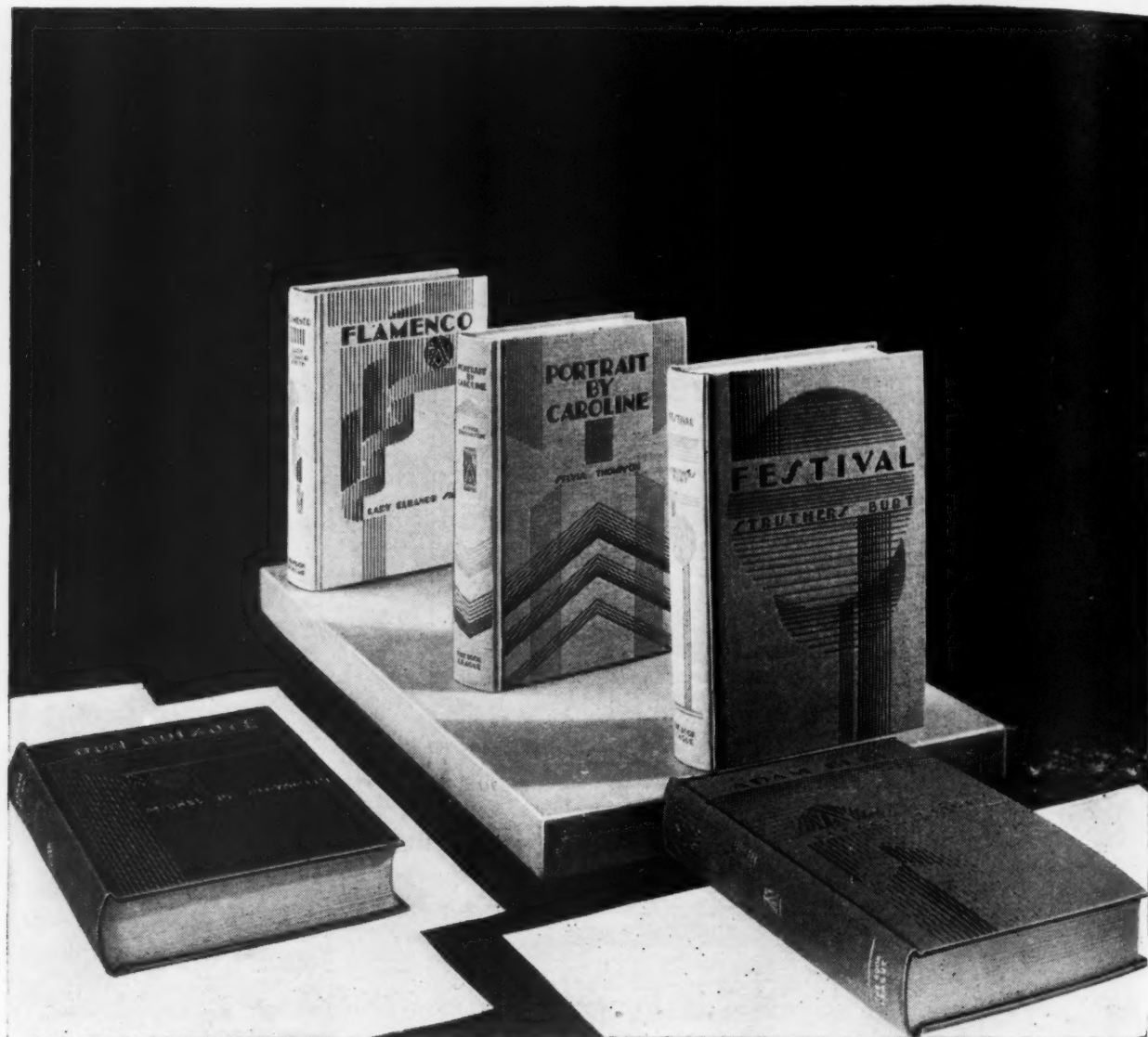
## Extracts FROM THE DIARY OF Roger Payne



NEW YORK  
THE HARBOR PRESS  
1928

comes to do one himself, he can bring to bear a wide observation and practical experience. A recent type page, "John Bell, 1745-1831," printed at the University Press, Cambridge, England, includes so many lines of copy that one would ponder long on a possible arrangement that would be decorative and satisfactory. By using the text type in interesting arrangements of capitals, lower case and italic, together with heavy and light rules, an attractive page resulted, as can

*The Georgian style permits the use of  
a number of sizes of type*



Courtesy of The Book League, New York

## Siegbert Natural Finish Book Cloths

### FINGER-TIP APPROVAL

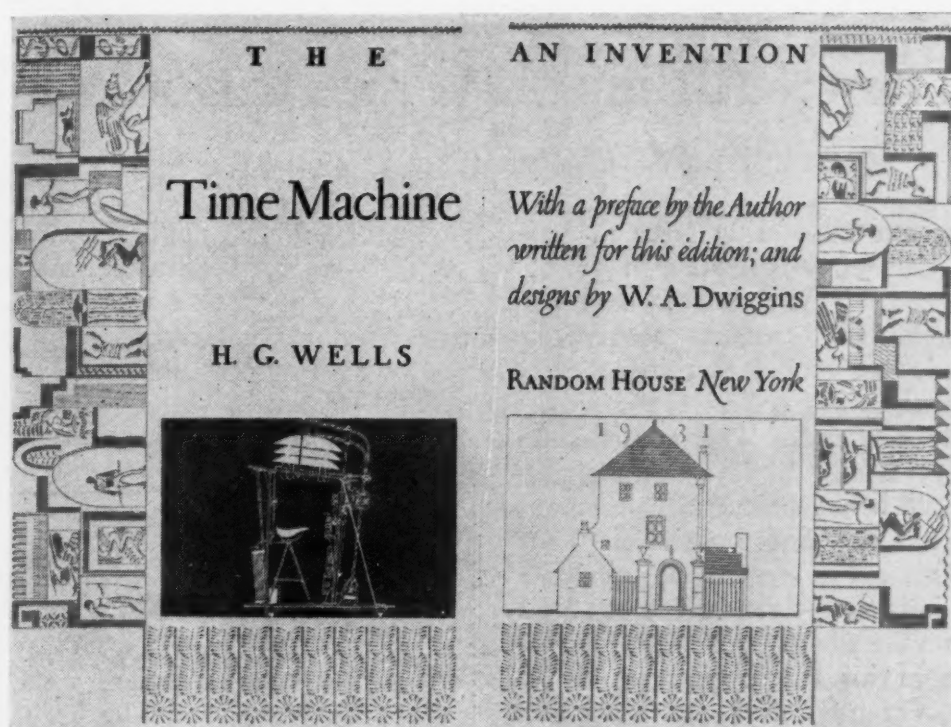
The characteristic cloth texture of Siegbert Natural Finish Cloths provides a pleasing appearance. But the effect doesn't stop there. Pick up a book bound in one of these popular cover materials. Your finger-tips give immediate approval. They sense that natural warmth and enjoyable feel of real cloth texture. And without hesitation they flash the message, "This material feels as good as it looks!" Try it yourself on any of the five Siegbert Cloths—Jutelin, Payko, Stimko, Zeppelin and Aero. You'll get the same finger-tip approval which influences all book-producers and book-buyers.

**JUTELIN—PAYKO—STIMKO—ZEPPELIN—AERO**

NOW FURNISHED BY

**THE HOLLISTON MILLS, INC., Norwood, Massachusetts**  
 BOSTON NEW YORK PHILADELPHIA CHICAGO ST. LOUIS





*A splendid example of the double title-page in three colors and black*

be noted in the reproduction herewith. There is about Mr. Morison's pages a business-like air of presenting the facts attractively, without overdoing the thing. He can achieve decorative effects with type without the use of very much supplementary ornament or decoration, which is, after all, the true art of typography.

Another noteworthy title-page of recent years is the title-page for "The Decorative Work of T. M. Cleland" as printed and published by the Pynson Printers. Mr. Cleland's title-page is designed with typographic flowers and ornaments, arranged in an interesting frame pattern to surround the type. Printed in brown ink, this frame is rich and suggestive of the contents of the book which it introduces. Both T. M. Cleland and Bruce Rogers have done title-pages with flowers and ornaments in this manner—pages of such exceptional beauty that they may well be the despair of lesser craftsmen.

In illustrated books, it sometimes turns out that the character of the book can at once be established by a hand drawn title-page in the manner of the illustrations themselves. This is particularly true of the "Shepherds Calendar by Edmund Spenser, illustrated by John Nash." Here is a book of verses with illustrations in line that most properly compliment the text.

The title-page is drawn and hand lettered to most happily suggest the idea of the shepherd and the calendar of his different occupations.

There are fashions in books and title-pages, as definite and easily recognized as fashions in furniture and architecture. Perhaps one of the most interesting of these manners is the Georgian or Colonial, the influence of which can be seen in many books and many title-pages. This form very often includes the framing of the title-page in a rule or ornamented border of some kind, with cross rules separating the main features of the page. This style permits the use of a number of sizes of the same kind of type, and very often the use of color for display. Such title-pages in the present exhibition are: "Extracts From the Diary of Roger Payne," "The English Dictionarie" and "A Way Out."

A recent book of the John Day Company shows a title-page done mostly in lower case bold face, with only a line of capitals for display. The "Bon Voyage" book looks like the design of Critchell Rimington, who has a sense of typographic form appropriate to an unusual text.

These random comments might be persisted in at greater length, but that the space given to the reproductions will be more profitably used.

# Full Trim: A Bias on Current Bookmaking

Evelyn Harter

**I**T must have been some piece of pedantry that goaded Beethoven to cry out once: "Title page! Beautiful title-page! If the contents amount to nothing, I do not give a farthing for the most beautiful title-page."

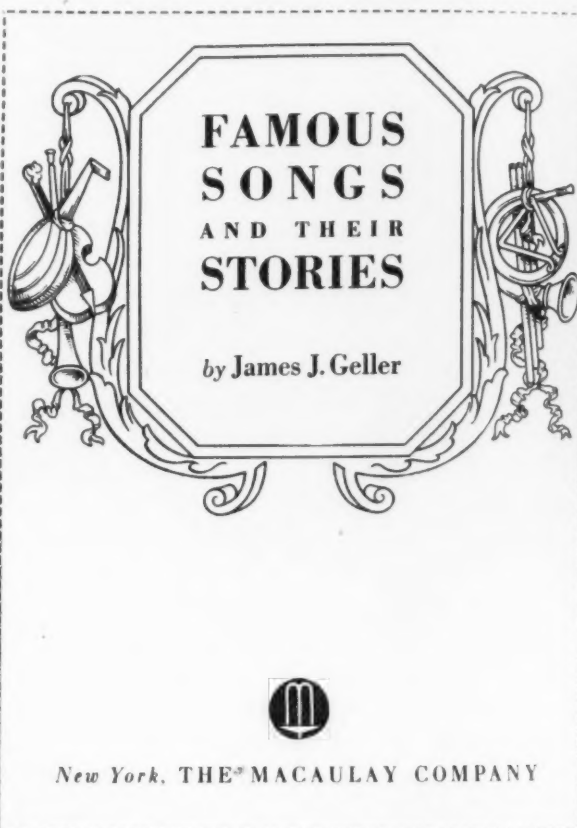
He was largely right. Our annual show of the "Fifty Books" always exhibits samples of empty books beautifully executed, looking like those fine houses on Fifth Avenue which never seem to be inhabited. Moreover, it is surely an irresponsible designer who will lavish more care on the composition of his title-page than on his text page. Yet the functional importance of the title-page, even on meaningless books, should not be lost sight of. It announces the legitimate name or handle to this unique assemblage of words. It points an accurate finger at the one person (out of all the millions of people in the world) who is responsible for the assemblage. It is the place where the plagiarist must look his guilt in the face. It is the sweetest page in the book to the author who is published for the first time. Here the publisher formally admits his alliance with the author—his faith in the literary merits or remunerative possibilities of the book. The title-page is a document—like a marriage license, or the case history which hangs at the foot of a patient's bed. Think of all the addlement of heads because Homer never had a title-page!

How wrong it is, then, to ignore the title-page, or butcher it when planning a book. It seems to us that the planning of a title-page should be an endeavor somewhat similar to the author's search for a title for his book. Just as the author attempts to find some fugitive phrase which will express his concept of the book, so the designer hopes to give the keynote to his typographic plan on the title-page. And just as some authors start with a title, writing the book from that point, so a designer often starts with a title-page and works out to the page layout and binding.

Designers who rebel against the tradition of formality in their planning of this in-

troductory page might remember how Wordsworth spoke of the limitations of the sonnet, saying that he was grateful for its rules and boundaries because it gave him a known compass within which to work.

The exhibition of the British "Fifty Books" at the Public Library along with



a second showing of the last American collection gave an opportunity for comparison of styles of title-pages in the two countries. We found nothing in the British collection to equal the audacity of "When I was Very Young" (*The Fountain Press*) or "Mark Twain's Burlesque Autobiography" (*Peter Pauper Press*) but the visiting collection exhibits a consistent and satisfactory sturdiness in its title-page treatment.

## Your Money's Worth

"Famous Songs and Their Stories" (*Macaulay*): Fifty-five songs with accompanying text nicely bound—all for \$2.50. Here is a legitimate use of offset.



*Napoleon at Austerlitz!*

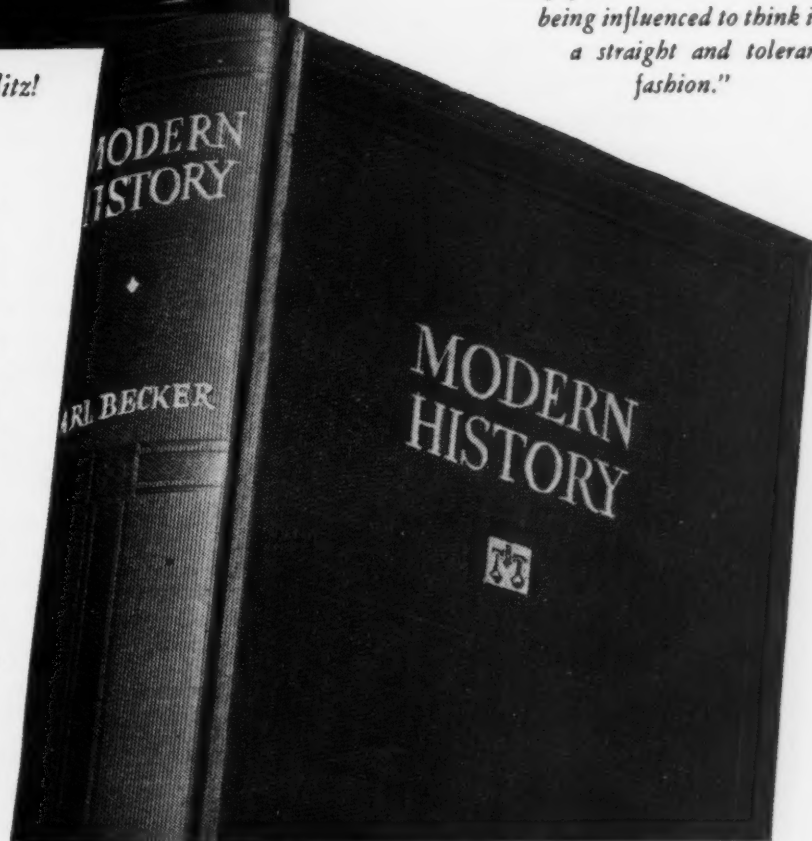
**T**HERE'S an interesting history, too, in its manufacture. For nearly fifty years Silver, Burdett and Company has been publishing text books—and during that time the wearing qualities of INTERLAKEN cloths have been demonstrated again and again in texts issued by this famous house and used by successive generations of students. Becker's MODERN HISTORY is the latest of these. It, too, is bound in INTERLAKEN cloth — a historic material made to meet Today's requirements.

*The INTERLAKEN MILLS*  
Providence, R. I. ~ 18 Thomas St., N. Y.

# A MODERN HISTORY ... for MODERN STUDENTS!

**I**T'S a fascinating book—this MODERN HISTORY, by Professor Carl Becker, just issued by Silver, Burdett and Company. It actually *recreates* the important events of the past 400 years so that today's high school student not only sees them, but understands their true significance.

*Dr. Harvy Elmer Barnes said of it:*  
"Nobody but a moron could come away from this book without being influenced to think in a straight and tolerant fashion."



# INTERLAKEN *Book Cloths*



"Albert Grope: The Story of a Belated Victorian" (*Harcourt*): 576 good-looking pages to be had for \$2.50.

"An American Tragedy" (*Liveright*): A reprint of 841 pages tolerably printed and decently bound for \$1.00.

"Man's Own Show: Civilization" (*Harper's*): Nearly a thousand pages, all eminently readable, for \$5.00.

#### Bindings

There are certain papers and cloths which the designer thumbs through every time he opens his sample books, wondering wearily where they could possibly be used. One such vindicates itself on "Strange Animals I Have Known" (*Brewer, Warren and Putnam*). The paper used for the sides of the case has an authentic snake-skin appearance and feeling, and is exactly the thing for Mr. Ditmar's book.

Coward-McCann's treatment of "Twenty-Five Years Ago" is a good example of a format which imparts dignity to its subject matter. They have printed this book of cartoons on good paper and have bound it in a two-piece case with black cloth backbone and white sides on which cartoons have been printed in a very effective all-over pattern. The book is a pleasure to the hand.

Harper's have chosen "Panama: or the Adventures of My Seven Uncles" to give us a typical French binding of light cardboard and glassine folded around the end-sheets. It is decorated with illustrations in four colors by Dos Passos reproduced by the photogelatine process to make a very lively book.

#### Come, Come Department

The waste of good gray ink on the title-page of "Shadows on the Rock" (*Knopf*).

The dull title-page of "Four Handsome Negresses" (*Cape and Smith*).

#### The Laboratory Press

Of the recent productions of The Laboratory Press of Pittsburgh we have been interested in the student's project here reproduced with its simple and grim arrangement of Walter Raleigh's concluding words to his "History of the World." It was designed and composed by Wilder Bentley and was printed by W. B. and Max M. Stein.

Relative to our remarks on end-papers last month, Mr. Benbow of Longman's

## DEATH

FOR THE REST, IF WE SEEK  
a reason of the succession & continuance  
of this boundless ambition in mortal men,  
we may add to that which hath been already  
said: That the Kings and Princes of the world  
have always laid before them the actions, but not  
the ends of those great ones which preceded them.  
They are always transported with the glory of the  
one, but they never mind the misery of the other, till  
they find the experience in themselves. They neglect  
the advice of God, while they enjoy life, or hope it; but  
they follow the counsel of Death, upon his first approach.  
It is he that puts into man all the wisdom of the world, with-  
out speaking a word; which God with all the words of his  
Law, promises, or threats, doth not infuse. Death, which hath  
& destroyeth man, is believed; God, which hath made him & loves  
him, is always deferred. I HAVE CONSIDERED (saith SOLOMON)  
ALL THE WORKS THAT ARE UNDER THE SUN, AND BEHOLD,  
ALL IS VANITY & VEXATION OF SPIRIT: but who believes it,  
till Death tells it us? It was Death, which opening the con-  
science of CHARLES V made him enjoin his son PHILIP to re-  
store Navarre; & KING FRANCIS I of France, to command  
that justice should be done upon the murderers of the  
Protestants in Merindol & Cabrières, which till then he  
neglected. It is therefore Death alone that can suddenly  
make man to know himself. He tells the proud & inso-  
lent that they are but subjects, & humbles them at the  
instant; makes them cry, complain, and repent, yea,  
even to hate their forepassed happiness. He takes  
the account of the rich, and proves him a beggar:  
a naked beggar, which hath interest in nothing,  
but in the gravel that fills his mouth. He holds  
a glass before the eyes of the most beautiful,  
and makes them see therein their deformity  
and rottenness; and they acknowledge it.  
(O eloquent, just, & mighty Death! whom  
none could advise, thou hast persuaded;  
what none hath dared thou hast done;  
and whom all the world hath flattered,  
thou only hast cast out of the world &  
despised: thou hast drawn together  
all the far-stretched greatness, all  
the pride, cruelty, and ambition  
of man, and covered it all over  
with these two narrow words.

HIC JACET

reminds us, and rightly, of the importance of super in holding the sheets and case of a book together. The end-papers would not hold the book together long without the support of this strip of strong, widely woven threads.

We have had pictures of sugar cubes, grass blades, golf-balls and a multitude of inanimate objects since modern ideas of photography gained prominence. Now the Doubleday shop in the Grand Central Terminal has been showing some interesting pictures of books by Rotan. It seems that Mr. Rotan didn't have anything to do one night, so he carted home an armful of books from the shop. He has made a large number of clever groupings, with a variety of shadow effects. Painting has often been sniffed at by photography because of a certain falseness in its selectivism, yet we detect an insidious form of flattery in photography that is hard to analyze. Mr. Rotan has made some of his cheapest subjects look like products of Cobden-Sanderson. His pictures focus the books for us—make us really look at them, we who, for the most part are like Agassiz's famous student who, when told to observe a fish, looked at it for two hours and reported that it had no eyelashes.

# On Fine Bookmaking Today

L. J. Ansbacher

*of The Viking Press*

I AM aware that any commentary on so varied a field must either be lengthy and comprehensive; short and centralized; or brief and generalistic. With the last I shall try to content myself; and since I am more intent upon giving some of my fact-findings than upon persuading the reader to add strength to my opinions by way of confirmation, I shall not concern myself too much with style or organization.

There are three sets of conditions in the craft of fine bookmaking which need considerable amendment. Their origin need not be gone into: it is a sufficiency that we see and correctly regard them; it would be an elegant sufficiency if we did something about them.

(1) The certain and easily proved fact that private press owners indulge their personal tastes in the selection and purchase of typefaces has always struck me as condemnable. They do not consider the worth of old and new fonts on the sensible basis of equipping their plants with representative type-mediums of—for example—yesterday, today, and tomorrow; of—for further example—antiquity, richness, and modernity. Instead, as I say, they select and buy for, so far as we know, purely personal reasons. If they specialized, or were made to by publishers, in producing a certain type of literature, all perhaps would be well; but about this they seem to have neither a clear mind nor conscience.

(2) The unrestricted usage of type-faces by the many unblessed designers who are permitted, through some circumstance or other, to design and supervise work, is very distressing; and does injury not only to the buying public and the craft of bookmaking, but also to themselves. By that I mean to imply that they hurt their natural bents by attempting to use types which are, very simply, not for them. Certain types are as difficult to master for many of us as are wood-engraving and etching for many painters. It is essential that a type's every characteristic be studied, analysed,

and *felt* before any attempt to use it be made. To use a type for the first time should be a new and positive adventure for the designer. It is not enough that the type be appropriate for the contents; it is not enough that the type harmonize with the illustrations; nor is it enough, by way of that necessity, that the illustrations be printed with the text. The tone and finish of the paper; the binding design and its stamping; the color, fabric, and texture of the binding cloth; above all, the format, bulk, and margins must be *right* for the type and its leads and its margins, and the contents.

The thing—in fact, it is the everything—about Bruce Rogers' achievements as a book-designer is that he extracts the last bit of force and value from a type-face, and uses it so superbly that its own designer would probably have difficulty in recognizing it. (Arturo Toscanini does the same thing in music for many people.) The feeling that a type other than Fell might have been used in Mr. Rogers' recent work, Coleridge's "The Rime of the Ancient Mariner," is hardly possible. Assuming, however, that that feeling could be rationalized by anyone, one would most certainly want to see the entire design and typography of that volume largely revised.

While the concentration on several excellent faces has never been necessary for that master, it would be a splendid thing if far lesser men would take and use types which they were most capable of *seeing* and knowing. I do not mean to class W. A. Dwiggins with the "far lesser" ones when I point out that good work can be done with some few types and that he has done it. His use of types has been fairly restricted to those which he must consider his most natural mediums, among which are Monotype Scotch; Monotype Bodoni; Linotype Original Old Style.

(3) This third hostility is so much of a credo as regards the craft of bookmaking, so separate and yet inter-related with the foregoing, that I feel compelled to write



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## PART I

It is an ancient Mariner,  
And he stoppeth one of three.  
"By thy long grey beard and glittering eye,  
Now wherefore stopp'st thou me?"

*An ancient  
Mariner meeteth  
three Gallants  
bidden to a  
wedding-feast,  
and detaineth  
one.*

The Bridegroom's doors are open'd wide,  
And I am next of kin;  
The guests are met, the feast is set:  
May'st hear the merry din."

He holds him with his skinny hand,  
"There was a ship," quoth he.  
"Hold off! unhand me, grey-beard loon!"  
Eftsoons his hand dropt he.

### *Opening page of Bruce Rogers' "Mariner"*

it as though it were almost disconnected from the preceding part of this article.

Honest criticism in bookmaking should be directed not upon the designer but upon the book designed. But this is far from being modern practice. A well-known designer has only to give off a neat, readable, good-looking job for it to be alleged by all as an exemplary piece of bookmaking. I quite agree that a book having those qualities is rare enough to be commended. I do not however believe, as others seem to, that such a book exemplifies all that can be done in bookmaking. The shortcomings in almost all books of the past decade are precisely the ones that in years preceding that period had put the craft far above its cousin of the graphic arts—advertising. But indeed bookmaking has been so malpracticed of late that certain advertising campaigns have actually offered more in appropriateness, design, and typography than have all but few of our very best press books.

Appropriateness (in its most general sense) is the prime function of our craft. That fact is the natural corollary of all that William Morris and T. J. Cobden-Sanderson have written upon it. Yet the consideration of type and design to a book's contents and style does not today appear

to be a consideration at all; and in my reading of criticism I have never witnessed dispraise of a book—which looked well—on the grounds of inappropriateness. Hence I have seen hundreds of books which, to my mind, called for the charge of preposterous dissonance, cited as specimens of bookmaking of the first-order. Hence I have seen: Aristophanes and St. Luke set in sans serif; Whitman set in Estienne; Voltaire set in Lucian Bernhard; light, columnese verse set in Oxford (what to use for Grey's Elegy?); "Tom Sawyer" printed on a lovely paper of a rich and delicate peach color. This list comprises some of the choicest products of our leading private presses; is by no means complete and contains no trade books (though it would be exceedingly difficult to find even among trade books singularity of a worse nature or of a farther degree).

One would think that with one of the greatest book designers that ever lived alive today and at work; with hundreds of specimens of his work available to all at public libraries and typographic societies; and with a great deal of it at hand in reproduction, that sufficient correctional influence was present to have prevented the existence and development of such typographic desecrations as those above. (Mr. Rogers is, of course, the only typographer-designer who could be so characterized).

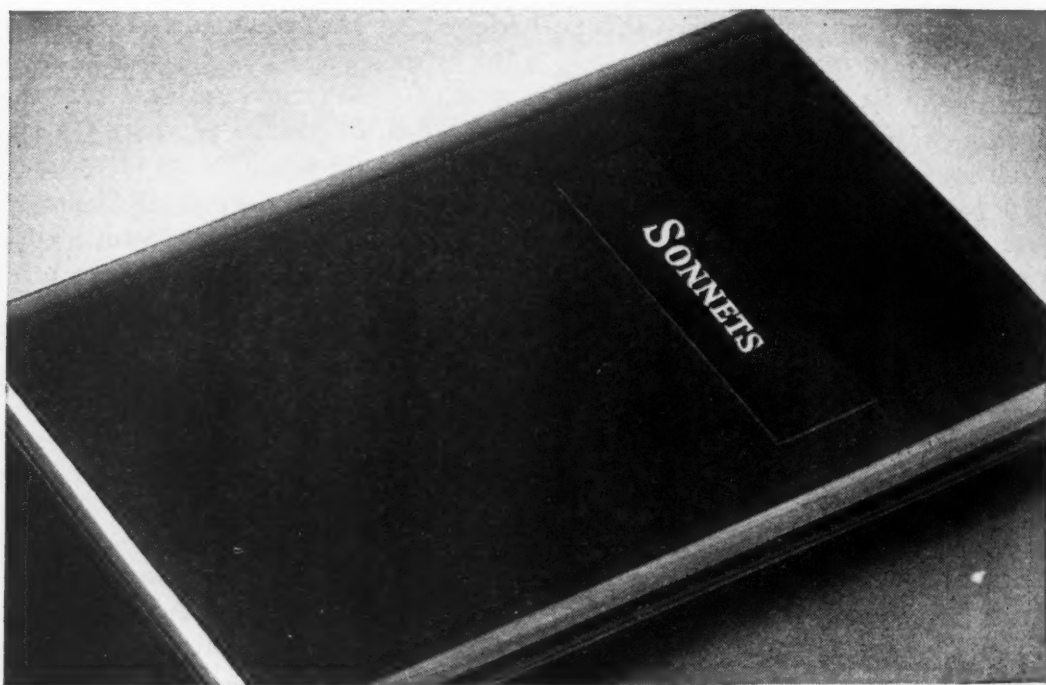
The craft of bookmaking is not a formula to be practiced by monied collectors, compositors, proprietors of presses. Nor is the vitally important selection of a mould into which a manuscript is to take form a means of gratifying the personal tastes of such great artistic minds. The legitimate province of the craft is pretty much parallel to that of the translator, and if it is to be gone into at all should be so with the same subservience and humility to an idea. The typographic impertinences which a great many American designers use basely for self-expression are to be resisted. Taking advantage of a people who should but do not know better, they should at any rate be laughed at by those who do. Until they either change their vocation to something more suitable or give themselves some rudimentary schooling and do some disavowing, we can do no more, but also no less, than make plain our disrespect for them.

*Distinctive*

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## HOLLISTON BOOK CLOTHS

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## Fifty English Books

THE plan of encouraging the interest in current bookmaking by traveling exhibits selected by juries, which was started by the American Institute of Graphic Arts a dozen years ago, has been followed up in both Germany and England, and in the English group the First Edition Club has been working cooperatively with the American Institute in such exhibits so that the best books of both countries may be seen side by side. During the past three weeks the two shows have been appearing together at the New York Public Library, and they will travel together to many of the cities of the country, including Providence, September 13th-30th; Chicago, November 17th-December 15th; Cleveland, December 22nd-January 12th; Indianapolis, January 17th-January 31st; Minneapolis, February 12th-28th.

The English exhibit is like the American, selected by the jury system, but the jurors for this year were given a system of marking which the club believes made it easier to give an accurate rating. The maximum of fifty points was divided as follows: Paper, 5 marks; typographical design, 12 marks; binding, 8; relation to price, 10; general impression, 15. The director of the First Edition Club expresses the opinion that next year more attention and weight will be given to the bindings, believing that it is in binding that the English books have most to be desired.

The English selection included some very elaborate books, such as the gorgeously decorated "The Life and Death of Thomas Wolsey," published by the Alcuin Press, fifteen guineas, and "Gulliver's Travels" from the Cresset Press, seventeen guineas. The Nonesuch Press is represented by two of its trade books, a Hazlitt at 8s. 6d and "The Week-End Book" at 6s, both of which, however, are in the same format as other volumes from the same publisher.

It is interesting to find a technical dictionary in the Show, a German-English technical and scientific dictionary published by Keegan Paul, a volume well worth studying.

Sir Robert Bridges' "The Testament of Beauty" as printed at the Oxford University Press is one of the most satisfactory volumes in the show.

## Granjon is Popular

THIRTY-FOUR per cent of the books printed in linotype composition over a certain period were set in the Granjon Face, which was unusual evidence of how a new face, this one drawn for machine composition by George W. Jones of London, can quickly capture the interest of book makers. It is almost equally interesting that 16% of the books used Caslon Old Face, and it would be an unusual season, indeed, that did not see Caslon holding its own among the most used book faces. Following these in popularity were Garamond, Scotch and Bodoni Book, Estienne, another new design, and Old Style Number 7. But another year this proportion of linotype faces will undoubtedly be affected by the coming of Baskerville, designed for machine use by George W. Jones, which is showing up very prominently in 1931 bookmaking, and Parma, which is a decorative sort of Bodoni Face, is also getting into use.

The ranking of linotype faces used in the books of the Fifty Books of the Year differs somewhat from the trade book preferences. In the Fifty Books Exhibit Caslon led Granjon by two to one, followed by Original Old Style, Scotch Roman, and Old Style Number 7.

## The Aventine Press

ANTHONY SALMON AND E. WICKHAM SWEETLAND have just established the Aventine Press at 40 East 49th Street, New York, publications beginning in October. The Press takes its name from the Aventine Hill in Rome, where an early Roman library was located. The press will specialize in limited and fine trade editions. The limited editions will, among other things, include sporting books, the titles of which have not been announced as yet. On the trade books effort will be made to work out some format ideal for a fine library edition, volumes like "Leaves of Grass" or "Typee," two books that are expected to be ready this fall. Other volumes for early publication are a book of the cartoons of William H. Cotton, whose work in *Vanity Fair* is attracting much attention, and a volume entitled "The Bar of the Old Waldorf."



## Clinical Notes III

Robert S. Josephy

*Free Lance Designer of Books*

### *A Report of the First Season of the Book-Building Clinic*

THE Clinic's discussion of the technique and design of binding was opened, in an attempt at reaching the cause of many structural faults, by the question: What is the absolute minimum of time required for the proper binding of an ordinary trade edition? Binders present pointed out, and rightly, that a simple answer to this was impossible because conditions in their plants would not always permit the completion of a job in the actual time required for the work and drying, and that it is sometimes possible to bind a simple book properly in four days, and at other times a week is insufficient. This time, furthermore, must be increased if the volume has inserts, extra reinforcements, elaborate stamping, or other features which add to the number of operations.

After the time for binding operations is reduced to the absolute minimum, any further time-saving demanded by the publisher must be achieved by reducing the drying time, and this is responsible for more imperfect bindings than any other cause. Insufficient drying under pressure results in warping, loose backs, and a general loss of strength, durability, and appearance. Books should remain in press from 12 to 24 hours, and in stacks, on their sides, for *at least* three days more before being stood up on shelves.

Warping is the binder's greatest unsolved problem. It is most often caused by the unequal shrinkage of cloth and end-paper. Each kind of cloth and paper shrinks differently and it seems impossible to obtain exact information concerning the amounts of such shrinkages. In general, low-count cloths shrink more as do "unfinished" and other light cloths with little filler. The papers ordinarily used by binders for linings are designed to match cloth shrinkages *as far as possible*, and

special end-papers supplied by publishers are apt to be even less satisfactory unless this question is considered in selecting the stock.

Unfortunately, the binding of sample copies is not an accurate test of warping, as it is practically impossible to duplicate exactly the conditions under which the edition will be bound.

The amount and consistency of the paste used also has its effect. Casing in with glue often prevents warping, but costs several cents per copy extra.

If boards, linings, cover materials, etc., are not all cut with their grains running the same way (vertically), warping is almost certain to result. Improperly seasoned board also causes trouble. Manufacturers formerly dried it by hanging it by clips with the entire surface exposed to the air. Mechanical methods are used now, and the boards are seldom thoroughly dry at the center, so that they are not perfectly flat when received by the binder. Pasted board, though less strong, is no more subject to warping than the better grades.

Books properly bound and dried may still warp later because of atmospheric changes undergone after weeks, months or years. The various materials do not lose their original capacities for absorbing moisture, of course, and a rainy summer or an excess of steam heat can completely upset the balanced pull of cloth and lining obtained by careful drying in the bindery.

Binders at the Clinic reported that they are constantly attacking, individually and collectively, the various causes of warping, and they especially besought publishers to consider this problem when scheduling their books and selecting materials.

Factors affecting strength and durability of books were considered in detail. It was pointed out that the use of soft bulky text papers often results in weak backs and hinges, and loose signatures, and that such books are more apt to fall apart than

This is the third and last section of these Notes, which were begun in this department on July 4th, and continued on August 1st.

to wear out. Papers of firmer texture produce strong, solid backs, and the back is the most vital part of the binding.

Also, books on paper of 50 pound basis, or less, are stronger if sewed in signatures of thirty-two pages, and the featherweight papers, although they have the least strength, are too bulky to permit this.

A full rounded back has more strength and keeps its shape better than a square one, but many designers present expressed their preference for the latter as a matter of style. The use of a flat back with a stiff board in the backbone produces a neat binding, but it lacks flexibility, and is apt to break unless the book is a very thin one.

Better quality crash and super were recommended for additional strength in books, and there is an increasing tendency to use a double layer of crash on heavy books and those destined for hard usage. This practice is gradually supplanting the old method of sewing over tapes formerly demanded by most purchases of educational books. One publisher reported that tests showed a pull of 230 pounds necessary to pull apart a book bound with double crash, and only 140 pounds for a copy sewn on tapes.

Several binders spoke against muslin reinforcement of first and last signatures, claiming that it often results in the breaking out of the adjoining sections. Headbands add little to the strength of the book, but they sometimes prevent a break between signatures, and they add an excellent finishing touch to the binding.

The durability of the case depends on the weight and quality of the boards and cloth. The superiority of the hard, tough-fibred "binder's board" over the various grades of paste-board and chip-board is apparent on the most superficial examination.

Cloths vary in weight of thread, count, i.e. (number of threads to the inch), and amount of filler. The "pattern" is of course added by embossing, and does not indicate any difference in the weave. Samples may be compared readily by crushing and pounding to force out the filler. The natural finishes are made on the same base as other cloths. They are somewhat harder to handle in the bindery, and are susceptible to marking and scratching, but

they equal the smoother cloths in strength.

The use of a good paper instead of a cheap cloth may produce a better looking book but the poorest cloth is bound to be more durable than any paper.

Sentiment at the Clinic was opposed to the use of book cloths embossed to imitate some other fabric, but it was pointed out that the pattern cloths are less apt to show marks and wear, and that the embossings tend to conceal the low count of the cheaper grades. One designer suggested that the reverse side of some of the smooth cloths is less subject to marking, because of its sizing, and is more interesting in appearance because the threads are not entirely concealed by the filler and dye.

Books bound in a number of unusual materials were exhibited. Cotton dress-goods, which must be backed up with paper, was used for some of these. The low cost of cotton-print goods makes this extra operation practicable. A striped shade-cloth was used for one book. Imported batik papers, and other decorated varieties, were shown, and a number of wall-paper covers. These papers must be chosen with great care, because many of them have little strength or flexibility and crack easily at the edge of the board.

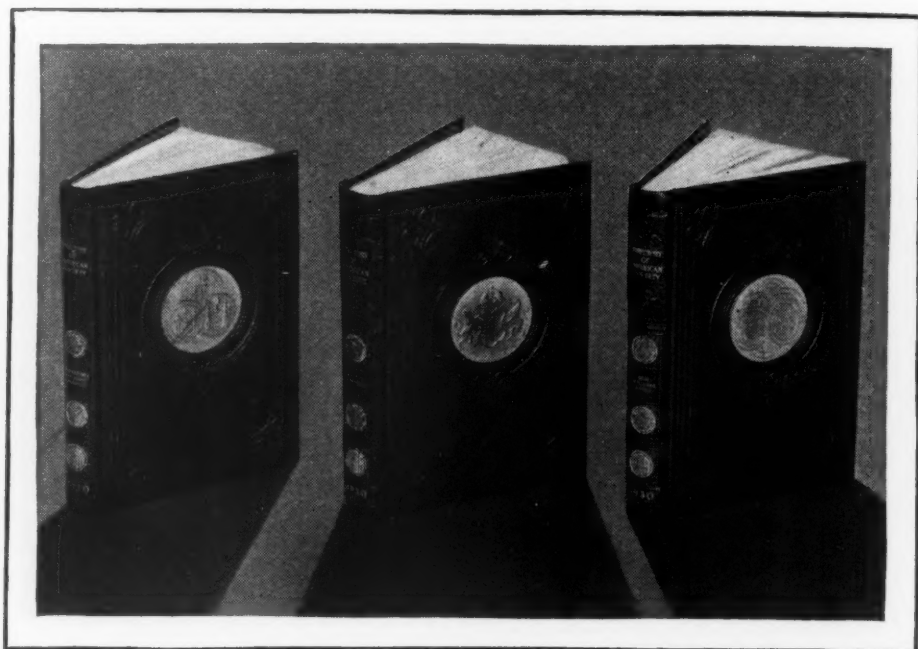
Many styles of case decoration were displayed. A number of these were efforts to reproduce an illustration or a jacket design on the cloth. A number of designers felt that this was not in the best of taste, and that the traditional method of stamping offered an opportunity for the execution of a stylized type of design that was more interesting and appropriate. Some covers showed a tendency to extend designs to the verso, and it was pointed out that this can be done without requiring extra operations if the design is properly limited in area. On thin books whose backs are too narrow to carry stamping in the usual way, the majority of Clinic members prefer to have titles reading *down*.

The life of gold and imitation gold foils and leafs was considered. Genuine gold foil of the best grade should last indefinitely, but the cheapest roll-leafs are bright for only a few months. Publishers were urged to use the better grades, and to make certain that binders use the grades specified, as an error of this kind cannot be detected until long after the book is bound.

# THE CORRECT DRESS FOR FORMAL "BOOK WEAR"

• • •

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# FABRIKOID

MAKES COVERS SAY "ATTENTION"



In general, it is advisable to use ink stamping when the better grades of gold cannot be afforded. It is sometimes more satisfactory to use ink stamping on a large book in place of even genuine gold foil, and to spend the difference on better cloth, boards, reinforcement, etc.

There was the expected heated controversy over the question of trimming. A small majority seemed to favor the full-trimmed book, as being neater, cleaner, easier to handle, and more "honest" in that it is not an imitation of deckle-edged paper, and to object to the appearance of rough-edges of wood-pulp paper. Their opponents, however, prefer the rough-cut book,—though for reasons of style only,—and associate the smooth edge with educational and business books, although they admit that it is more consistent with present-day machine-methods of production.

The practice of staining tops as a guard against soilage, and as a decorative feature, was generally approved. Spongy papers that will soak up stain and show streaks on the pages, and books containing inserts on papers of differing character, should be left unstained.

In general, it was observed that the quality of materials and workmanship is no less important than the design of a binding, and any conception which must be executed with inferior cloth, foil, etc., had better be changed to a simpler and more rugged style, for aesthetic as well as practical reasons.

The two meetings devoted to binding concluded the program of the Clinic for the first season. These notes have been limited necessarily to a bare report of some of the topics discussed, and do not indicate the amount of argument and comment with which each point was greeted, for even the most elementary questions provoked interesting remarks from unexpected angles.

There was frequent reference to the responsibilities, necessary equipment, and usual difficulties of the designer and production manager, with special mention of the impossibility of his producing first-rate books in offices where he is not given freedom to operate without too much interference.

The Clinic endeavored throughout to place special emphasis on methods of pro-

cedure, as well as on style and technique. It seemed important to discuss the planning of production, the writing of specifications, responsibility for errors, special checks and precautions, and other factors in the relations between publishers and manufacturer. It was felt, too, that these too-often *opposing* forces would benefit themselves and one another by frank public consideration of their separate difficulties.

The Book-Building Clinic will open its second season early in October with a series of meetings devoted to a study of the alphabet and type design, the use of type ornament, the setting of title-pages, verse, etc., and other typographical problems. Persons interested in participating in these meetings are invited to address the American Institute of Graphic Arts at 65 East 56th Street, New York.

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**T**WO of the best known New York presses have joined in what will now be known as the "Bartlett-Aldus Press" at 461 Eighth Avenue. E. E. Bartlett, founder of the Bartlett-Orr Press, will be Chairman of the Board, and I. Van Dillen will be President. Both firms have been well known to the book publishing field, and have a high reputation for all types of book planning, engraving, offset, etc.

#### Printing Course Opens

**T**HE Course in Applied Design in Printing at the Mechanics Institute, opens on Friday, September 25th. It deals with the fundamental principles which underlie all good composition and arrangement of printed material. Through a series of problems a study is made of lettering, layouts, balance of areas, rearrangements, design elements, harmony of type and ornamentation, booklets, folders, magazine advertisements, and dummies. Application for admission should be made to the Mechanics Institute, 20 West 44th Street, New York. George H. Smith is instructor.

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## New York Jobbing

**I**N connection with the first census of distribution which is just being released as covering the totals for the year 1929, the figures of the wholesaling are:

Books and Periodicals for Borough of Manhattan

Number of establishments...	37
Full time employees.....	1668
Net sales.....	\$22,922,862
Total Salaries and wages...	\$ 3,194,435
Stocks on hand, end of year..	\$ 2,398,142

No estimate can be ventured as to the part which books play in these totals.

Besides wholesalers there are also a large number of establishments in the wholesale field, sales branches, brokers, sales agents, &c., whose business added to the first tabulation makes:

Number of establishments...	62
Full time employees.....	3683
Net Sales.....	\$48,553,305
Total Salaries and wages....	\$ 6,797,157
Stocks on hand, end of year.	\$ 6,840,608

These total sales are approximately 1/3 of 1% of the total business of all wholesale business of the city.

## New Officers of Chicago Typographers' Society

**A**T its annual meeting, the Chicago Society of Typographic Art elected Logan Anderson of the R. R. Donnelley & Sons Company president. J. L. Frazier, editor of the *Inland Printer*, was elected vice-president; R. H. Middleton, of the Ludlow Typograph Company, secretary; and J. A. Lyons of the Mergenthaler Company, treasurer. Edwin B. Gillespie, of Bertsch & Company, the retiring president, became a director of the Society.

## Limited Editions Club Exhibition

**T**HE Limited Editions Club announces an Exhibition of Fine Printing on Three Continents, at the Art Center, 65 East 56th Street, New York—from October 5th to 17th inclusive. Publications of the Limited Editions Club from American, English, French, German, Dutch, Italian, Czechoslovakian, Swedish, Swiss, Soviet Russian, Chinese and Japanese

presses. Also special types, original illustrations, woodcuts, galleys, progressive proofs, lithograph stones, etc.

## Recommended Type Faces

**T**HE National Board on Printing Type Faces has accepted and recommended to the printing industry the following type-faces: In the flat serif category—Stymie (American Type Founders Company); Girder (Continental Typefounders' Association). In the round serif category—the Weiss family (Bauer Type Foundry). The American Type Founders Company was complimented by the Board for its innovation in selling types above 72 points by the running inch as well as in fonts. With this change it is unnecessary for typographers to stock in the large series of fonts, for it will be cheaper to purchase words by the running inch. With this new method, when one word with the minimum of 8 inches is needed, it will cost only about \$3 or \$4, a great saving to the industry.

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# The Weekly Record

*Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

**B**OOKS in the American business field are a feature of September's first Weekly Record. "Concentration in American Industry" by Harry W. Laidler is a history and study of the concentration of control in every phase of American industry. "The Masquerade of Monopoly" by Frank A. Fetter, Professor of Political Economy at Princeton is also a study of the monopoly problem from the viewpoints of law and economics. A survey of banking concentration problems is presented by Gaines T. Cartinhour, Assistant Professor of Banking and Finance in New York University, in "Branch, Group and Chain Banking." "Production Management" by Mitchell, although in text-book form, is of value to executives of manufacturing plants. Along other business lines are "Advertising and Its Mechanical Production" by Greer, a comprehensive volume on all the mechanics of advertising, published by Crowell, which issued a great number of practical books this week; and a source book on the study of petroleum in the United States from the beginning of the industry to the present, by Arnold and Kemnitzer, "Petroleum in the United States and Possessions."

Turning from a consideration of the business man's pocket book to that of the home-maker we find "How to Make Money at Home" by Wilson, presenting one hundred tried ways in which women at home can add to their incomes. Then there's "How to Spend Your Money" by

McCullough, economics for families of medium income. Also for the practical needs of the home are "Easy Baking" by Riesenberg and "An Early American Home" by Miller, in which the author tells how he and his wife, built, furnished and beautified a reproduction of an early New England farmhouse.

Books on out-of-doors subjects, the sea, fishing, boating, etc. are listed under Rogers, Heckstall-Smith, Sheringham, Fuller.

With the re-opening of the Sunday School, religious educators will want "Studies in Religious Education," edited by Lotz. Among the other important books on religion issued this week are Poteat, "Coming to Terms with the Universe"; Lewis, "God and Ourselves"; Gilkey, "Meeting the Challenge of Modern Doubt."

One of the most exciting books on Russia was published this week. It is "February 1917," a chronicle of the Russian Revolution by the general of the Red Army who led the march against Petrograd, Alexsei Tarasov-Rodionov. Other books of non-fiction with assured customers are listed under Clarke, "My Northcliffe Diary"; Sanctis, "History of Italian Literature," an important work in its first English translation; Cruse, "The Golden Road in English Literature"; Magoun, "History of Aircraft"; Thomas, "Alarms and Excursions in Arabia"; Groves, "Sex in Marriage"; D'Amico, "Theater Art."

**T**HIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

# The Weekly Record of September 5, 1931

## Abelson, Rabbi Alter

Sambatyon, and other poems; v. 1 [introd. by Edwin Markham]. 280p. front. (por.) O c. N. Y., Ariel Pub'ns, 1475 Metcalf Ave. \$5  
Originally published by Literary Publications.

## Adams, Eustace L.

The adventures of the boy gliders. 223p. D c. N. Y., Brewer, Warren & Putnam \$1.75  
The adventures of two boys with a sail-plane and their efforts to win a free-for-all contest for distance, duration and altitude.

## Aldington, Richard

The Colonel's daughter; a novel. 335p. O c. Garden City, N. Y., Doubleday, Doran \$2.50

A novel which satirizes modern England, its retired colonels, fox-hunting industrialists, empire builders, and mateless women.

## Andrews, Charles McLean

The colonial background of the American Revolution; rev. ed. 230p. O '31, c. '24 New Haven, Conn., Yale \$2.50

## Armer, Laura Adams

Waterless mountain. 223p. il. O c. N. Y., Longmans \$3

The story of a present-day Navaho Indian boy and his life in a tribe which has lived for centuries in northern Arizona. The prize winner in Longmans Juvenile Fiction Contest for 1931.

## Arnold, Ralph

House with the magnolias. 304p. D c. N. Y., Dial Press \$2.50

The story of a modern Romeo and Juliet, in England.

## Arnold, Ralph, and Kemnitzer, William J.

Petroleum in the United States and possessions. 1073p. (bibls.) maps (col.) diags. O c. N. Y., Harper \$16

The history, development and future possibilities of the petroleum industry in the United States and possessions.

## Barker, Lewellys Franklin

Backache. 248p. il. D (Everyday practice ser.) [c. '31] Phil., Lippincott flex. fab., \$5

## Barnes, Maude Fiero

Renaissance vistas [introd. by Winifred Edgerton Merrill]. 230p. O ['31 c. '30] N. Y., Wm. F. Payson \$2

These lectures on the art of the Renaissance were presented nearly twenty years ago at the Oakmere School in Mamaroneck.

## American Bible Society

One hundred and fifteenth annual report, 1931. 384p. il., maps O '31 N. Y., Author bds., apply

## Anson, Sir William R.

Principles of the law of contract; 5th ed. by Arthur L. Corbin. 617p. O '31 N. Y., Oxford \$4.50

## Bamberger, Florence E. and Broenig, Angela M.

A guide to children's literature. 113p. O '31 Balt., Johns Hopkins Press pap., \$1.75

## Barr, Guy

A monography of viscometry. 318p. il. O '31 N. Y., Oxford \$12

## Beardmore, Cedric

Dodd the potter. 319p. D c. Garden City, N. Y., Doubleday, Doran \$2

The emotional odyssey of an enthusiastic young man who had a way of working from one interest to another.

## Berenberg, David P.

The Kid; a narrative poem. 79p. D c. N. Y., Macmillan \$1.50

The story of the Kid, a prize-fighter.

## Bianco, Mrs. Margery Williams

The house that grew smaller; il. by Rachel Field. 40p. il. (col.) D c. N. Y., Macmillan \$1.50

A story for children up to 8.

## Bible

The Psalter; v. 1 Psalms I to XLI; introd. and notes by W. Graham Scroggie, D.D. 183p. S (Study hour ser.) [n.d.] N. Y., Harper \$1.25

A practical exposition is combined with a spiritual interpretation of the Psalms.

## Bisbee, William Haymond

Through four American wars. 281p. il. O c. Bost., Meador Pub. Co. \$2.50

The recollections of Brigadier-General William Henry Bisbee, America's oldest living general, as told to his grandson.

## Bonar, James

Theories of population. 253p. O '31 N. Y., Greenberg \$3.50

## Bowman, William Dodgson

Charlie Chaplin, his life and art; foreword by Douglas Fairbanks, jr. 134p. il. D [c. '31] N. Y., John Day \$1.75

An intimate biography and critical appreciation of the work of the famous film comedian.

## Bradford, Roark

John Henry; il. by J. J. Lankes. 231p. il. (col. front.) O c. N. Y., Harper \$2.50

The birth, life and death of the gigantic John Henry who is the hero of the Mississippi Negro legends.

## Buchan, John

The blanket of the dark. 301p. map D c. Bost., Houghton \$2.50

A ragged Oxford scholar, Peter Pentecost, is caught up in the whirl of great affairs in this story of the reign of Henry VIII, which is a best seller in England.

## Bartlett, John Henry

The legend of Ann Smith. 96p. il. S '31 Chic., M. A. Donohue apply

## Bathurst, Effie Geneva

A teachers college follow-up service; its factors and development in an unsupervised service area. 94p. (7p. bibl.) O (Contribs. to educ. no. 478) c. N. Y., Teachers Coll., Columbia Univ. \$1.50

## Blavatsky, Helene Petrovna Hahn-Hahn

Moments with H. P. B.; quotations from the writings of H. P. Blavatsky; comp. by two students. 52p. il. (pors.) S ("Early theosophy" ser., 4) [c. '31] [Oceano, Cal., Harbison & Harbison] pap., 50 c.

**Burroughs, R. J.**

Smiley Adams. 251 il. D c. N. Y., Longmans \$2

The captain of a high school football team rescues his friend, kidnapped by racketeers.

**Cannon, Cornelia James [Mrs. Walter Bradford Cannon]**

Lazaro in the Pueblos; the story of Antonio de Espejo's expedition into New Mexico. 196p. il. (col. front.) map D c. Bost., Houghton \$2

A Spanish boy living in the 16th century joins an expedition organized to rescue two missionaries from Indians in New Mexico.

**Cartinhour, Gaines Thomson**

Branch, group and chain banking. 370p. (9p. bibl.) diagrs. O c. N. Y., Macmillan \$4.50

An analysis of the branch-banking problem, with emphasis upon the conflict of federal and state jurisdiction. The author is assistant professor of banking and finance in New York University.

**Cendrars, Blaise**

Panama, or, The adventures of my seven uncles; tr. and il. by John Dos Passos [popular ed.]. 165p. il. (col.) O c. N. Y., Harper pap., \$3.50

Informal narrative poems by a Frenchman who is one of the group of painters, writers and musicians in the vanguard of modern art in Europe.

**Chaffee, Allen [originally Antoinette Gurney]**

Penn, the penguin. 102p. il. (col.), map (col.) D [c.'31] N. Y., Cape & Smith \$2

The adventures of Penn, a member of a highly developed community of penguins living on the Antarctic continent.

**Choate, Florence, and Curtis, Elizabeth**

Pinafores and pantalets; il. by the authors. 215p. il. (pt. col.) D [c.'31] N. Y., Harcourt \$2

The story of Evelina Abbot and her four sisters and brothers who lived in New York City in the 1860's. For young children.

**Clarke, Tom**

My Northcliffe diary. 314p. il. O c. N. Y., Cosmopolitan \$3

A portrait of the great English newspaper owner and editor pictured in the author's notes made during daily association as his right hand man on the *Daily Mail*.

**Coblentz, Stanton Arthur**

The answer of the ages. 383p. O c. N. Y., Cosmopolitan \$5

An interpretation of all the views on survival after death which have been held since primitive times with a view to determining what the modern world may believe about the after-life.

**Coe, Charles Francis**

About 2 A.M. 307p. D c. N. Y., Cosmopolitan \$2

Murder in a hunting camp isolated from the world by a snowstorm is solved by a shrewd Yankee detective.

**Coxey, Willard Douglas**

Romances of old Berkshire. 251p. D c. Great Barrington, Mass., Berkshire Courier \$2

Seven stories of the historic Berkshire region of Massachusetts.

**Capen, Louise Irving**

Workbook in local, state, and national government. 253p. (bibls.) maps, diagrs. O [c.'31] N. Y., Amer. B'k pap., 60 c.

**Charters, W. W., and others**

Teachers' manual to accompany Conduct problems

**Cruse, Mrs. Amy**

The golden road in English literature; from Beowulf to Bernard Shaw. 668p. il. (col.) O [n.d.] N. Y., Crowell \$3.50

A history of English literature for boys and girls.

**Dakers, Andrew**

The tragic queen; a study of Mary Queen of Scots. 318p. (bibl. note) il. O c. Bost., Houghton \$5

A biography in which the author presents proofs of Mary's innocence in two of the three mysteries which still surround her and comes near to a solution of the third.

**Daly, Carroll John**

The third murderer. 315p. D [c.'31] N. Y., Farrar & Rinehart \$2

A mystery in which detective Race Williams plays a game with the three Gorgon brothers, two of whom are gangsters controlled by the third who rules a great city.

**D'Amico, Victor E.**

Theater art [introd. by William G. Whitford]. 217p. (bibls.) il. (col. front.) diagrs. O (B'ks on the arts) [c.'31] Peoria, Ill., Manual Arts Press \$3.25

The first volume of a new series for the use of serious workers in the arts. A book for stage designers, play producers and art students.

**Davis, Michael Marks**

Paying your sickness bills. 287p. (6p. bibl.) diagrs. O (Medical economics ser.) [c.'31] Chic., Univ. of Chic. Press \$2.50

A study of the economics of medical costs, a criticism of the present sliding scale of doctors' fees and a plan for insurance to provide for distribution of payment.

**Dickson, Frank Drake**

Posture; its relation to health. 224p. il. D (Everyday practice ser.) [c.'31] Phil., Lippincott flex. fab., \$5

**Dillon, George**

The flowering stone. 62p. D c. N. Y., Viking Press bds., \$1.75

Poems by the young winner of the 1931 poetry prize of the Chicago Foundation for Literature.

**Dinsmoor, Alice**

The Goodwins. 184p. il. D c. Bost., Meador Pub. Co. \$2

A family chronicle, in which a relative brings to the Illinois home tales of her travels in foreign countries.

**Diplomat, pseud.**

Scandal in the Chancery. 272p. D [c.'31] N. Y., Cape & Smith \$2

Dennis Tyler, the "diplomatic detective," is called in when a prominent American diplomat elopes to Monte Carlo with a chorus girl and the entire Franco-American Friendship Fund.

**Döblin, Alfred**

Alexanderplatz, Berlin; the story of Franz Biberkopf; 2 v.; tr. by Eugene Jolas. 635p. D '31, c.'29, '31 N. Y., Viking Press \$5, bxd.

The adventures of an ordinary man in the underworld of Berlin and his struggles to lead a decent life.

(4th-8th grades). 23p. S c. N. Y., Macmillan pap., 20 c.

**Culkin, William E.**

North Shore [Lake Superior] place names. 95p. il., maps S [c.'31] St. Paul, Minn., Scott-Mitchell Pub. Co., 141 E. 5th St. pap., 75 c.



**Donaldson, Lois**

Kylle Kluk; the story of the youngest chick hero of all Denmark; il. by Louis Moe. no p. il. (pt. col.) obl. O [n. d.] Chic., Laidlaw Bros. \$2

A Danish picture book for small children.

**Doneghy, Dagmar [Mrs. Joseph Warren Beach]**

The border; a Missouri saga. 343p. O c. N. Y., Morrow \$2.50

The story of a southern family on the Kansas-Missouri border during the Civil War.

**Douglas, George**

The house with the green shutters. 288p. D (Travellers' lib.) '31 N. Y., Cape & Smith \$1

**Dreiser, Theodore**

Newspaper days; a history of myself. 502p. O [c. '22, '26] N. Y., Liveright \$5

Formerly published under the title "A Book About Myself" and now issued in an edition uniform with "Dawn."

**Dunlap, Orrin Elmer, jr.**

Radio in advertising; introd. by Roy S. Durstine; foreword by David Sarnoff. 398p. O c. N. Y., Harper \$5

A discussion of the present status and possibilities of advertising by radio written by the Radio Editor of the New York Times.

**Dunois, Dominique, pseud.**

A lover returns; tr. by Edwin Granberry. 247p. D [c. '31] N. Y., Macaulay \$2

The story of a man and woman who love each other but are parted for many years and find their love has changed when they meet again.

**Edgerton, Franklin**

The elephant-lore of the Hindus. 148p. (2p. bibl.) D c. New Haven, Conn., Yale \$2

A translation from the original Sanscrit of the Matanga-Lila, or elephant sport, of an ancient writer, Nilakantha, with introduction and notes.

**Edmonson, James Bartlett, and Dondineau, Arthur**

Citizenship and occupations through problems. 775p. (bibl.) il., map, diagrs. D '31, c. '27, '31 N. Y., Macmillan fab., \$1.80

A textbook for junior high schools including "Occupations Through Problems" and the authors' previous book, "Citizenship Through Problems."

Occupations through problems. 223p. (bibl. notes) il., diagrs. D c. N. Y., Macmillan 80 c.

A text book in vocations for boys and girls.

**Eells, Hastings**

Martin Bucer. 551p. (9p. bibl.) front. (por.) O c. New Haven, Conn., Yale \$5

A biography of a man whose life was closely interwoven with the history of the Reformation in Germany.

**Ellis, Havelock**

More essays of love and virtue. 228p. (bibl. footnotes) D c. Garden City, N. Y., Doubleday, Doran \$2

Containing "The New Mother," "The Renovation of the Family," "The Function of Taboos," "The Revolution of Obscenity," "The Control of Population" and "Eugenics and the Future."

**Ertz, Susan**

The story of Julian. 311p. D c. N. Y., Appleton \$2.50

A story of youthful love disillusioned by its elders, in an English country-house setting.

**Everson, Florence McClurg, and Everson, Howard**

The coming of the dragon ships; il. by Edgar Parin D'Aulaire. 128p. (bibl.) il. (pt. col.) O c. N. Y., Dutton \$2

The story of Gudrid, who lived in Iceland and sailed to Vineland in a Viking ship, for children from 6 to 10.

**Everyman's encyclopaedia; new and rev. ed.; vs. 3 and 4. 774p., ea. il., diagrs. D ['31] N. Y., Dutton \$2.50, ea.; \$30, set****Fabricius, Johan Wigmore**

The love of Mario Ferraro [tr. by Winifred Katzin]. 448p. D c. N. Y., Simon & Schuster \$3

The flight of Mario from Capri, where he believes he murdered a man, to Naples and then to the jungles of Paraguay.

**Faxon, Frederick Winthrop, ed.**

Annual magazine subject-index, 1930; including as Pt. 2, The dramatic index, 1930. 749p. O '31 Bost., F. W. Faxon Co. buck., \$15

The dramatic index, which is also sold separately for \$7.50, includes a list of books on the drama and plays published during 1930.

**Fetter, Frank Albert**

The masquerade of monopoly. 476p. (bibl. footnotes) il., diagrs. O [c. '31] N. Y., Harcourt \$3.75

An examination of the Sherman Anti-Trust Act and the Clayton Act and of the problems of industrial monopoly in the light of law and economics, which reveals monopolizing practices unsuspected by the public.

**Fikes, Nita, comp.**

Can you answer it?; a book of riddles. no p. il. T [c. '31] N. Y., Oxford bds., 50 c. For children.

**Fillmore, Parker Hoysted**

The stuffed parrot. 174p. il. (pt. col.) D [c. '31] N. Y., Harcourt \$2

The adventures of a little girl and her parrot, for young children.

**Flaubert, Gustave**

Madame Bovary. 384p. D (Travellers' lib.) '31 N. Y., Cape & Smith \$1

**Fryberger, Harrison E.**

The abolition of poverty. 152p. D c. N. Y., Advance Pub. Co., Chrysler Bldg. \$1.50

Some criticisms of our present capitalistic system and suggested remedies for the excesses of wealth and poverty produced by it.

**Fuller, Raymond Tiff**

The doorway to nature. 296p. (4p. bibl.) D [c. '31] N. Y., John Day \$2.50

A popular and easy introduction to the study of nature—plant and animal—for adults or children.

**Federal Council of the Churches of Christ in America, Dep't of Research and Education**

The public relations of the motion picture industry; a report. 155p. O [c. '31] N. Y., Author, 105 E. 22nd St. pap., 50 c.

**Foresman, Robert**

The high road of song. 208p. front. (col.) D (B'ks of songs) [c. '31] N. Y., Amer. B'k 68 c.

Manual for first grade music. 160p. O (B'ks of songs) [c. '31] N. Y., Amer. B'k 96 c.

**Gerard, John**

Leaves from Gerard's Herball; arranged for garden lovers by Marcus Woodward [new popular ed.]. 317p. il. D '31 Bost., Houghton \$3

**Gibbs, George Fort**

Old Philadelphia; 4 v. various p. D (Old city fiction ser.) c. N. Y., Appleton \$5, bxd.  
Four stories: "The Loyal Rebel—the 1770's," "Supercargo—the 1790's," "Autumn—the 1830's," and "North Star—the 1850's."

**Gibbs, Sir Philip Hamilton**

The reckless Duke; the romantic story of the first Duke of Buckingham and the Stuart court. 443p. (bibl.) il. O c. N. Y., Harper buck., \$4

A biography of George Villiers, Duke of Buckingham, against a background of 17th century life.

**Gilkey, James Gordon, D.D.**

Meeting the challenge of modern doubt. 261p. D c. N. Y., Macmillan fab., \$2

The author correlates and restates our modern uncertainties about God and offers possible answers to them.

**Glasscock, C. B.**

The big bonanza; the story of the Comstock Lode. 368p. (bibl.) il., maps O [c.'31] Ind., Bobbs-Merrill \$3.50

The rise and fall of Virginia City, the most spectacular mining town in America, in the mid-19th century, telling the story of the founding of many famous fortunes.

**Gray, Carolyn Elizabeth**

Textbook of anatomy and physiology; 8th ed., rev. 637p. (4p. bibl.) il., diagrs. (pt. col.) O '31, c.'93-'31 N. Y., Macmillan fab., \$3

**Greer, Carl Richard**

Advertising and its mechanical production. 490p. il. (pt. col.) diagrs. (pt. col.) O [c.'31] N. Y., Crowell fab., \$5

A textbook containing all the necessary information for an advertising manager, printer, or student.

**Griffin, Richard**

The camel's last gasp [prose and verse]. 124p. il. D [c.'31] N. Y., P. J. Kenedy \$1.50, priv. pr.

**Groves, Ernest Rutherford, and Groves, Gladys Hoagland**

Sex in marriage. 250p. (bibl.) D c. N. Y., Macaulay \$3  
On the physiological considerations which enter into a happy marriage.

**Hagendorn, William Valentine**

Cases on sales and statutes relating thereto; 2nd ed. 297p. O '31 Brooklyn, N. Y., B'klyn Law B'k Co., 375 Pearl St. fab., \$3

**Haury, Emil W., and Hargrave, Lyndon L.**

Recently dated Pueblo ruins in Arizona. 120p. (bibl. footnotes) il., map, diagrs. (Smithsonian misc. colls., v. 82, no. 11) '31 Wash., D. C., Smithsonian Inst. pap., apply

**Heinrich, Carl**

Notes on and descriptions of some American moths. 23p. (bibl. footnotes) il. O (Proc. of U. S. Nat'l Mus. no. 2879) '31 Wash., D. C., Smithsonian Inst. pap. apply

**Gudmundsson, Kristmann**

The bridal gown; a novel of Iceland; tr. by O. F. Theis. 261p. D c. N. Y., Cosmopolitan \$2.50

A love story against a background of primitive nature in the north.

**Hariot, Thomas**

A brief and true report of the new found land of Virginia; a facsimile reproduction of the 1588 quarto; introd. by Randolph G. Adams [lim. numbered ed.]. no p. O (Ann Arbor facsimile ser. no. 1) '31 Ann Arbor, Mich., Edwards Bros. pap., \$6, bxd.

**Harper, Wilhelmina, comp.**

Around the hearth fire; stories of favorite holidays selected from The Youth's Companion. 334p. il. D '31, c.'96-'31 N. Y., Appleton \$2.50

**Hatch, Eric**

Lover's loot. 274p. D [c.'31] N. Y., Farrar & Rinehart \$2

George Ellis is up for election as district attorney on the Prohibition ticket, but turns into quite a different candidate when circumstances complicate his life.

**Heckstall-Smith, Brooke, and Du Boulay, E.**

The complete yachtsman; 6th ed. rev. 513p. (2p. bibl.) il., diagrs. O [n.d.] N. Y., Dutton \$6

**Hegner, Robert Wilhelm**

Practical zoology; rev. ed. 577p. (bibls.) il., maps, diagrs. D '31, c.'15, '31 N. Y., Macmillan fab., \$1.80

**Helen Louise, Sister [originally Mary Frances Nugent]**

Sister Louise (Josephine Van Der Schrieck, 1813-1886); introd. by Archbp. John T. McNicholas. 349p. il. O c. N. Y., Benziger Bros. \$5, bxd.

A biography of the American foundress of the Sisters of Notre Dame de Namur.

**Holliday, Carl**

The dawn of literature. 377p. (12p. bibl.) il. O [c.'31] N. Y., Crowell \$3.50  
An approach to the ancient literature of Egypt, Babylon, Assyria, India, Persia and China.

**Hollis, Ira Nelson**

The frigate Constitution [rev. and enl. ed.] with supplementary chapter by T. E. Renaker. 297p. il., diagrs. O '31, c.'00-'31 Bost., Houghton \$3

**Herwegen, Ildefons**

The art-principle of the liturgy; tr. by William Busch. 42p. front. D c. Collegeville, Minn., Liturgical Press pap., 25 c.

**Hicks, James Allan**

The acquisition of motor skill in young children; an experimental study of the effects of practice in throwing at a moving target. 80p. (2p. bibl.) il., diagrs. O (Univ. of Ia. studies in child welfare, v. 4, no. 5) '31 Iowa City, Ia., Univ. of Ia. \$1.35; pap., \$1

**Hill, Howard C., and Sellers, Damon H.**

My community; a workbook in community life; rev. ed. 189p. (bibls.) il., maps, diagrs. Q [c.'31] Bost., Ginn pap., 64 c.

**Holmes, Thomas James, and Thayer, Gordon W., comps.**

English ballads and songs, in the John G. White Collection of Folk-lore and Orientalia of the Cleveland Public Library and in the library of Western Reserve University. 85p. D '31 Cleveland, O., Cleveland Lib. Club., Rm. 435. Public Lib. \$2

**Huber, Ernst**

Evolution of facial musculature and facial expression. 196p. il. O '31 Balt., Johns Hopkins Press \$2.50

**James, Norah C.**

The wanton way. 277p. D c. N. Y., Morrow \$2.50  
A modern novel of bohemian life in London.

**Johnson, Theodore, ed.**

Washington anniversary plays. 192p. D [c.'31] Bost., W. H. Baker pap., 75 c.

**Kastein, Joseph**

The Messiah of Ismir, Sabbatai Zevi; tr. by Huntley Paterson. 346p. (3p. bibl.) il. O c. N. Y., Viking Press \$3.50

The history of a man who claimed to be the Messiah in the 17th century and found many followers among the Jews until his fraud was revealed.

**Keeler, Oscar Bane**

The boys' life of Bobby Jones. 323p. il. D c. N. Y., Harper \$2  
A biography of the famous golfer.

**Kelty, Mary G.**

The story of the American people. 671p. il. (pt. col.), maps (pt. col.) D (Tryon and Lingley hist. ser.) [c.'31] Bost., Ginn \$1.40  
A history for children in the middle grades of the elementary school.

**Keyserling, Edward Heinrich Nikolaus, graf von**

Abendliche Häuser; Roman; ed. by Theodore B. Hewitt. 257p. (bibl.) front. (por.) D c. N. Y., F. S. Crofts \$1.50

**Krishnamurti, Jiddu [Alcyone, pseud.]**

The song of life. 59p. O [c.'31] N. Y., Liveright bds., \$1.50  
Poems which describe the author's experience of truth.

**Kroeber, Alfred Louis, and Waterman, Thomas Talbot [comps.]**

Source book in anthropology; rev. ed. 579p. il., maps, diagrs. O [c.'31] N. Y., Harcourt \$3.75

**Laidler, Harry Wellington**

Concentration of control in American industry. 517p. (7p. bibl.) O [c.'31] N. Y., Crowell \$3.75

A comprehensive description of the present-day merger and combine movement among natural resources, public utilities, manufacturing, banking and other fields.

**Lanni, Clement G.**

Beat 'em or join 'em [politics]. 375p. il. O '31 Rochester, N. Y., Rochester Alliance Press, 49 N. Water St. \$3

**Lewis, Edwin**

God and ourselves; a plea for the reality, adequacy and availability of God. 311p. (bibl. notes) O [c.'31] N. Y., Abingdon \$2.50  
A discussion as to whether the modern man can still believe in God as a real Being.

**Lindsey, Edward**

The International Court. 366p. (bibl. foot notes) O [c.'31] N. Y., Crowell \$3.75

A study of the origin of the Permanent Court of International Justice, with reviews of its decisions and opinions during the nine years of its existence.

**Loder, Vernon, pseud. [John George Haslette Vahey, John Haslette, Anthony Lang, pseud.]**

Death of an editor. 312p. D (Morrow mystery) c. N. Y., Morrow \$2  
Hay Smith, newspaper editor, is found murdered at an English country house party.

**Lotz, Philip Henry, and Crawford, Leonidas W., eds.**

Studies in religious education; a source and textbook for colleges, universities, seminaries and discussion groups. 702p. (45p. bibl.) O [c.'31] Nashville, Tenn., Cokesbury Press \$3.50

Twenty-nine writers, each a specialist in his field, give their viewpoints of the movement of religious education during the last thirty years.

**Luther, Mark Lee, and Ford, Lillian Cope [Mrs. Thomas Francis Ford]**

The Corcorans. 366p. D [c.'31] Ind., Bobbs-Merrill \$2.50

A story of the wealthy Corcoran family during the first two decades of this century in New York City.

**McCullough, Ernest**

How to spend your money. 183p. diagrs. D [c.'31] N. Y., Cape & Smith \$2

A system for providing against old age and unemployment for those in the average income classes.

**Macdonald, Austin Faulks**

A short course in American city government [new shortened ed.]. 479p. (bibl.) D [c.'29] N. Y., Crowell \$2.75

**Holmgren, Ephraim S., comp.**

Rules for admission to the bar in the several states and territories of the U. S. in force April 1, 1931; 18th ed. 241p. D '31 St. Paul, Minn., West Pub. Co. pap., gratis

**Kolthoff, I. M.**

Colorimetric and potentiometric determination of p H. 167p. O '31 N. Y., Wiley \$2.25

**Lally, Frank Edward**

French opposition to the Mexican policy of the Second Empire. 163p. (5p. bibl.) O (J. H. U. studies in historical and political science, ser. 49, no. 3) c. Balt., Johns Hopkins Press pap., apply

**Leo, Brother Zachary**

Teacher's manual for Brother Leo's English literature. 112p. (bibl.) D [c.'31] Bost., Ginn pap., 36 c.

**Lesesne, Thomas Petigru**

History of Charleston County, S. C. 369p. il. O '31 [Galveston, Tex.] A. H. Cawston, P. O. Box 681 \$10

**Lynch, Ella Frances**

Bookless lessons for the teacher-mother. 271p. D [c.'31] [Phil., P. Reilly] pap., apply

**Mackay, Ernest**

Report on excavations at Jemdet Nasr, Iraq; Field Museum—Oxford University joint expedition. various p. il. F (Anthropology, memoirs, v. 1, no. 3) '31 Chic., Field Mus. pap., \$2

**Mackaye, Milton**

Milwaukee gangless; condensed from a series of twelve articles in the New York Evening Post. 8p. O (Pub'n no. 3) '31 N. Y., N. Y. Committee of One Thousand, 25 E. 26th St. pap., apply



**McGeehan, W. D.**

Trouble in the Balkans. 304p. il. D c. N. Y., Dial Press \$2

A New York newspaper man views the Balkans with keenness and humor, during an automobile trip.

**McHugh, Mary Frances**

Thalassa; a story of childhood by the western wave. 217p. D '31 [N. Y.] Macmillan \$2.50

Memories of a childhood spent in the country parts of Ireland as it was before 1920.

**McReynolds, Albert B.**

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Frederick M. Hopkins

THE thieves who in the past few years have made a practice of robbing public libraries of priceless first editions would find poor pickings at the Newark Public Library where the rare and valuable books are placed beyond their reach on the fourth floor of the attic. Other libraries possessing rare and valuable editions should follow the example of the Newark Public Library and put their rarities in a secure place. Some dealers have been careless in displaying their rare book stock and have suffered in consequence. Book thieves appear to be increasing in numbers and in skill. Dealers will have to keep their valuable books in a safe place and watch suspicious persons or we shall hear of more losses. Books, whose value runs into thousands of dollars, require about the same attention that diamonds do in the jewelry store.

INTEREST in James Fenimore Cooper and his writings has had a great revival in recent years. Collectors have shown a keen interest in his first editions, especially in the volumes that are included in the Leather-stocking Series, and the general reader has shown a similar interest for one book after another has followed from the press. Three years ago the Oxford University Press reissued Cooper's

travels in France, with a scholarly introduction by the editor, Robert E. Spiller, which bore testimony to the fact that the novelist was a shrewd observer and commentator on his times, as well as a popular writer of fiction. Last spring H. W. Boynton gave us a biography which stressed Cooper's reaction to the tendencies of his times. Now we have a reprint of Cooper's "The American Democrat," with an introduction by H. L. Mencken. In addition to books, there have been many articles in the magazines and special articles in the newspapers. From 1821, when Cooper's first novel was printed, until the present time his popularity abroad has been unshaken. Morse, the inventor of the telegraph, in 1833, wrote: "I have visited in Europe, many countries . . . In every city of Europe that I have visited, the works of Cooper were conspicuously placed in the windows of every bookshop. They are published as soon as he produces them in 34 different places in Europe. They have been seen by American travelers in the languages of Turkey and Persia, in Constantinople, in Egypt, at Jerusalem, at Ispahan." Today it is said that Russian and Polish children are quite as familiar with the Leather-stocking Tales as American children. The interest in Cooper, aside from that in his writings, seems to be



growing. This is apparent in the publication of new biographical material, and the interest shown in such publications by public library readers.

**A** SHORT Title Catalog of English, American and French Writers in First Editions and Miscellaneous Books," selected from about 350 authors, comes from Ernest Dressel North, 587 Fifth Avenue. There are many books of moderate value as well as many that are rare and valuable. A few outstanding items include Jane Austen's "Emma," 3 vols., original boards, 1816, \$1,500; Barrie's "Little Minister," 3 vols., 1891, \$700; Beaumont and Fletcher's "Comedies and Tragedies," calf, first edition, 1647, \$1,500; Blackmore's "Lorna Doone," 3 vols., 1869, \$2,600; Charlotte Brontë's "Jane Eyre," 3 vols., 1847, \$3,500; Lord Byron's "Hours of Idleness," presentation copy, 1817, \$1,500; De Quincy's "Confessions of an English Opium Eater," original boards, uncut, \$2,500; Fitzgerald's translation of the "Rubáiyát of Omar Khayyám," special binding, 1859; \$5,500; Col-

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**O**NE of the classics of Japanese literature has just been issued in an English translation by E. P. Dutton & Co. It is called "The Harvest of Leisure," and contains the philosophical reflections of Yoshida Kendo, Japanese monk-hermit, who nearly 700 years ago won fame with his wisdom and philosophy which he industriously put down on pieces of paper and then pasted the papers to the walls of his solitary hut. Kenko's walls were thus decorated with his brilliant reflections and many were drawn to his hut to read them. After Kenko's death, the papers were carefully removed and later published in book form. "Harvest of Leisure" is a volume in the "Wisdom of the East Series," the purpose of which is to foster friendship between the East and the West.

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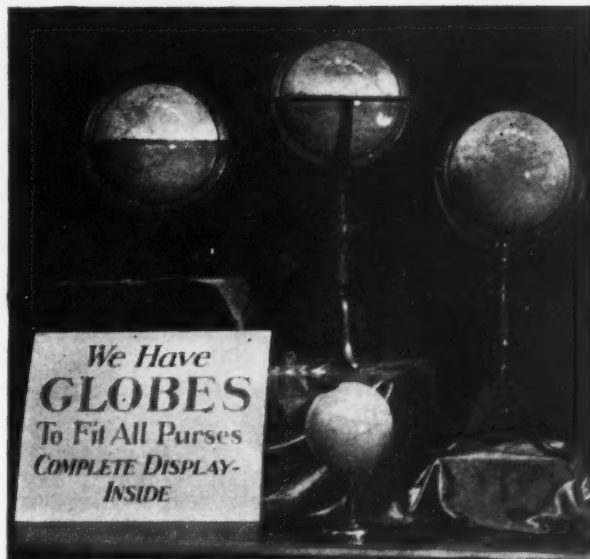
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## Forthcoming Issues

✿ ✿ ✿ Albert C. Read, Head of the Order Department of the Los Angeles Public Library, has written for us a very interesting article on "How a Large Library Buys Books." ✿ ✿ ✿

✿ ✿ ✿ Frederick Warne & Company is celebrating its fiftieth anniversary this year. A short account of the history of the firm will appear in next week's issue. ✿ ✿ ✿

✿ ✿ ✿ Katharine Lord of the Little Book House in Nantucket has written an article for the *Weekly* on a new plan which she worked out for her circulating library. Her shop is a summer bookshop, but her plan has certain features which could be adapted by any year round shop. ✿ ✿ ✿

✿ ✿ ✿ The series of articles, "Romantic Stories of Books" by John T. Winterich has come to an end. Mr. Winterich is writ-

ing a new series for the *Publishers' Weekly* on "Early American Books and Printing." Chapter I, "Westward Ho!", will appear in the September 19th issue. ✿ ✿ ✿

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*The American Booktrade Journal*

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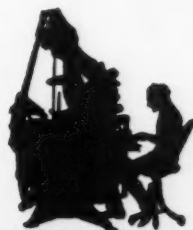


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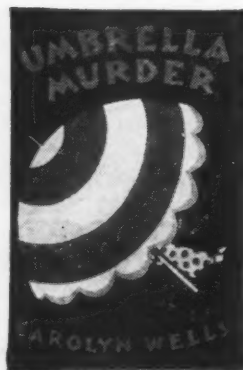
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